

F1G. 2B1

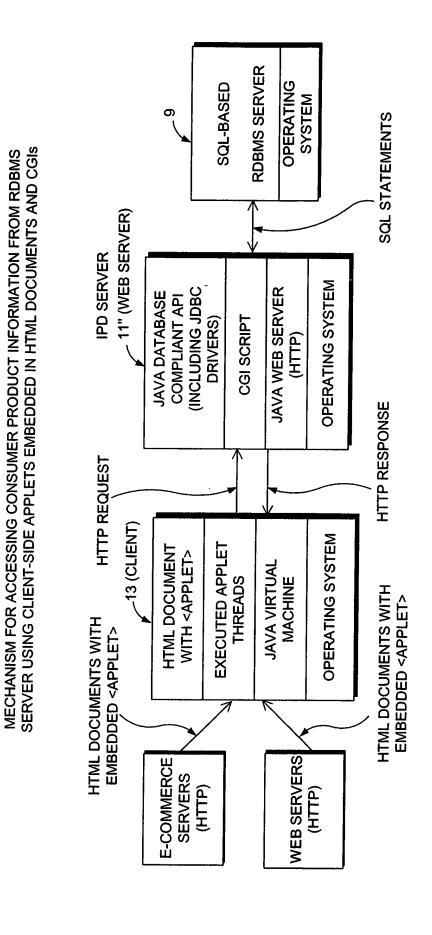


FIG. 2B2

SQL STATEMENTS

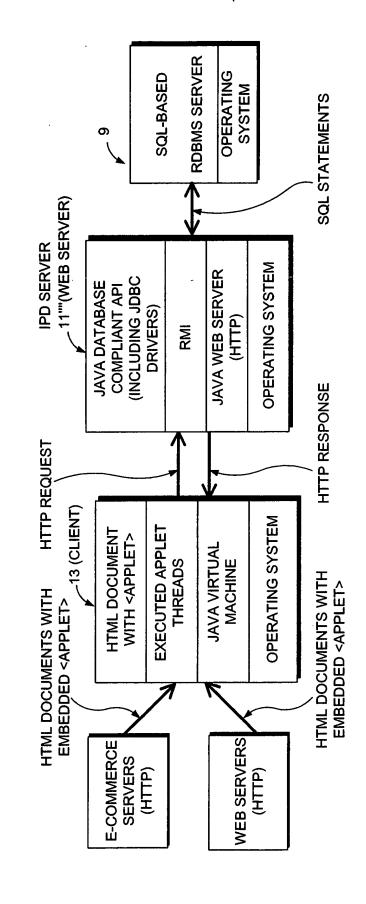
HTTP RESPONSE

HTML DOCUMENTS WITH EMBEDDED <APPLET>

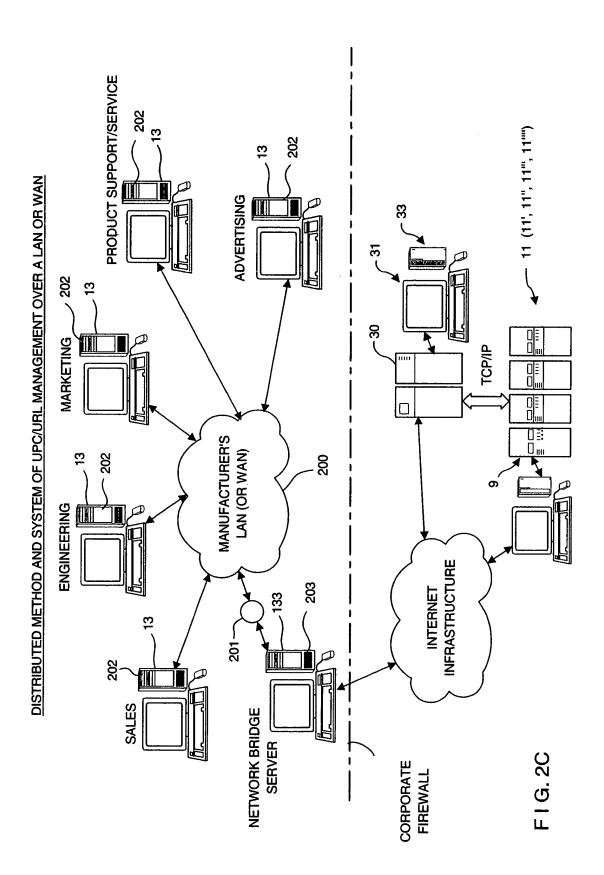
RDBMS SERVER MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS **OPERATING** SQL-BASED SYSTEM 11" (WEB SERVER) IPD SERVER **OPERATING SYSTEM** JAVA WEB SERVER (INCLUDING JDBC JAVA DATABASE **COMLIANCE API** TCP/IP LAYERS DRIVERS) (HTTP) **HTTP REQUEST** -13 (CLIENT) **OPERATING SYSTEM** EXECUTED APPLET HTML DOCUMENT WITH <APPLET> TCP/IP LAYERS JAVA VIRTUAL THREADS MACHINE HTML DOCUMENTS WITH **EMBEDDED <APPLET> WEB SERVERS** E-COMMERCE SERVERS (HTTP) (HTTP)

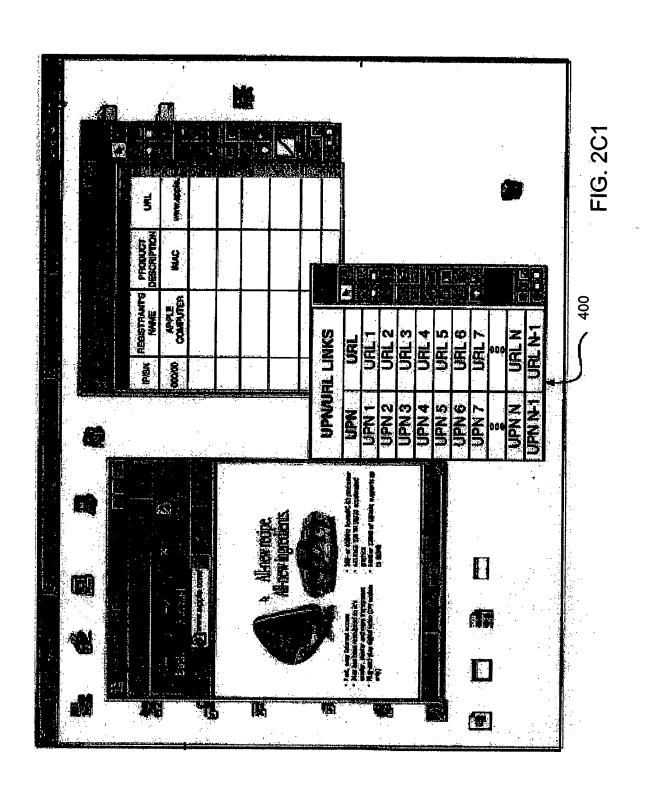
F I G. 2B3

RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER



F I G. 2B4





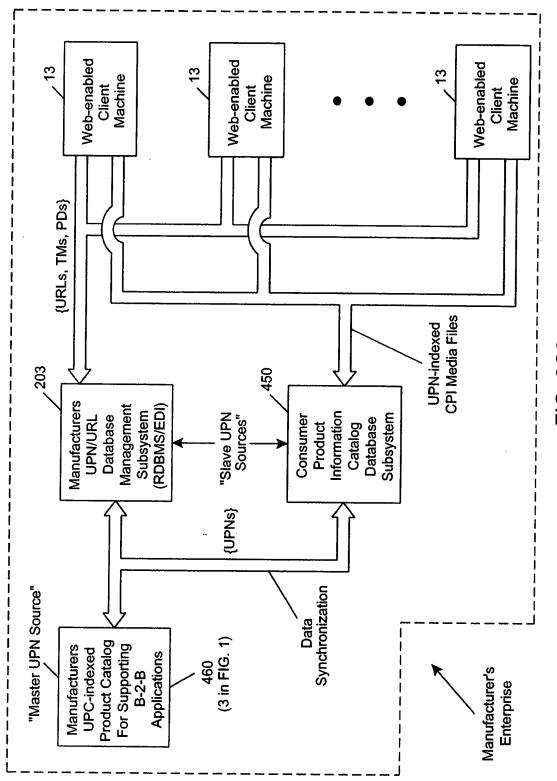


FIG. 2C2

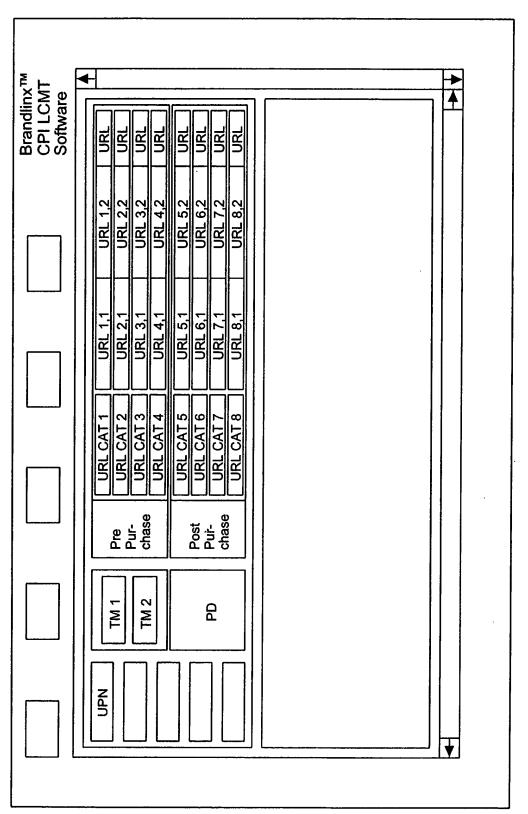
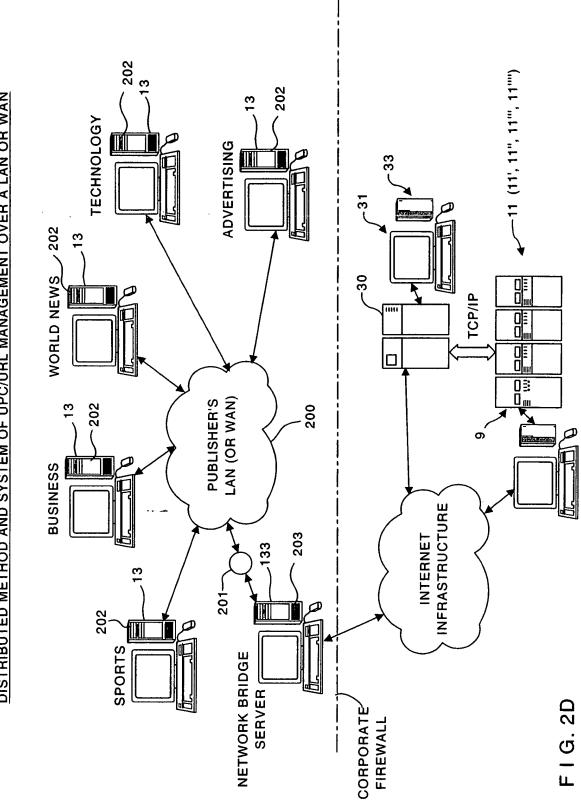
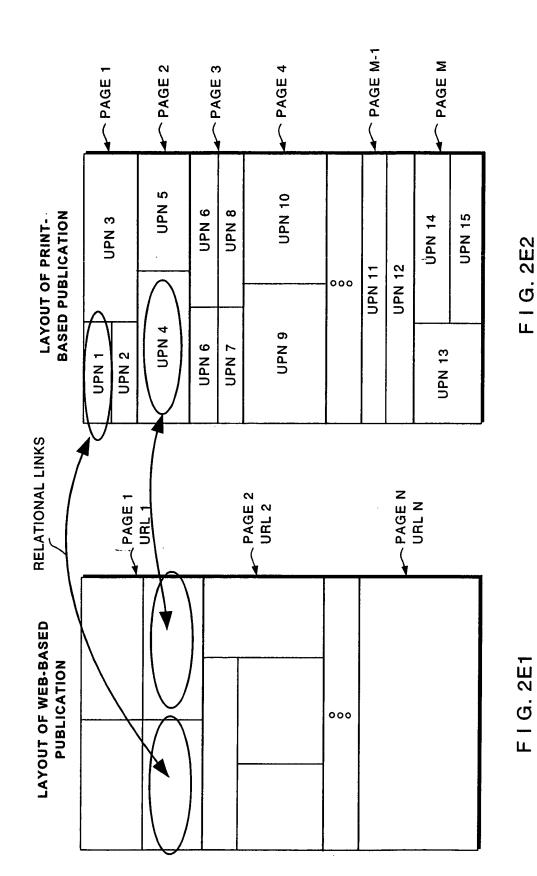


FIG. 2C3



DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN



UPN/U		
UPN	URL	1
UPN 1	URL 1	
UPN 2	URL 2	400
UPN 3	URL 3	- 1
UPN 4	URL 4	1
UPN 5	URL 5	1
UPN 6	URL 6	
UPN 7	URL 7	l
UPN 8	URL 8	
UPN 9	URL 9	
UPN 10	URL 10	
UPN 11	URL 11	
UPN 12	URL 12	
UPN 13	URL 13	
000	000	
UPN N	URL N	
UPN N-1	URL N-1	

F I G. 2E3

400

COMPOSITION/EDITORIAL MODE

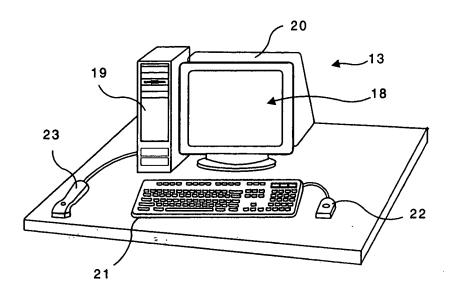
UPN/URL DATA LINKING MODE

2

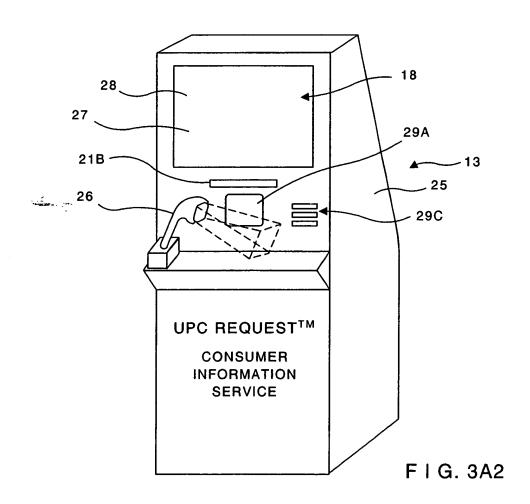
400

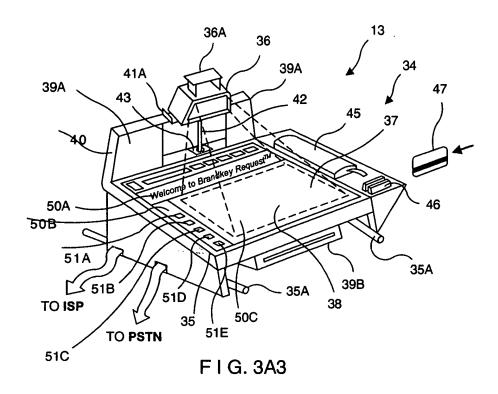
F I G. 2E5

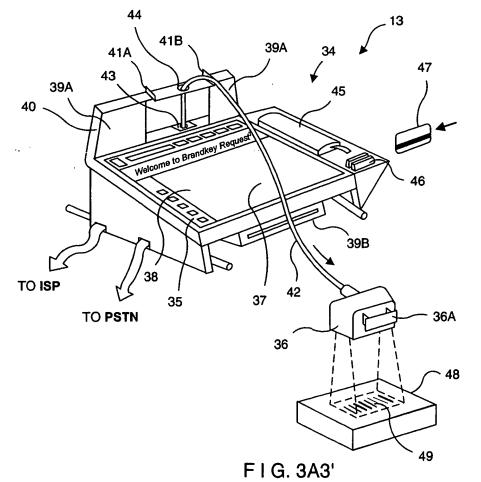
18.

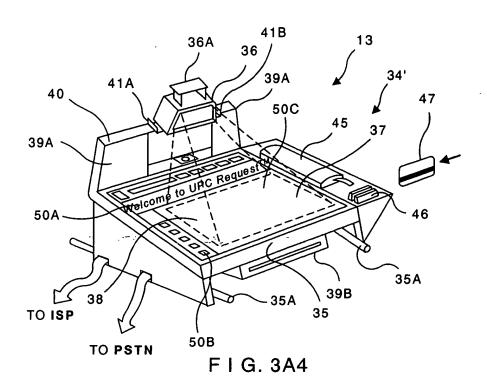


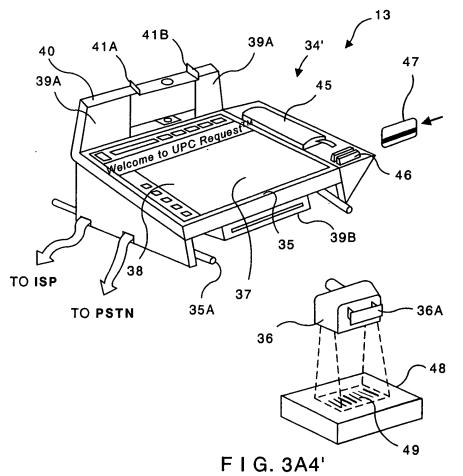
F I G. 3A1

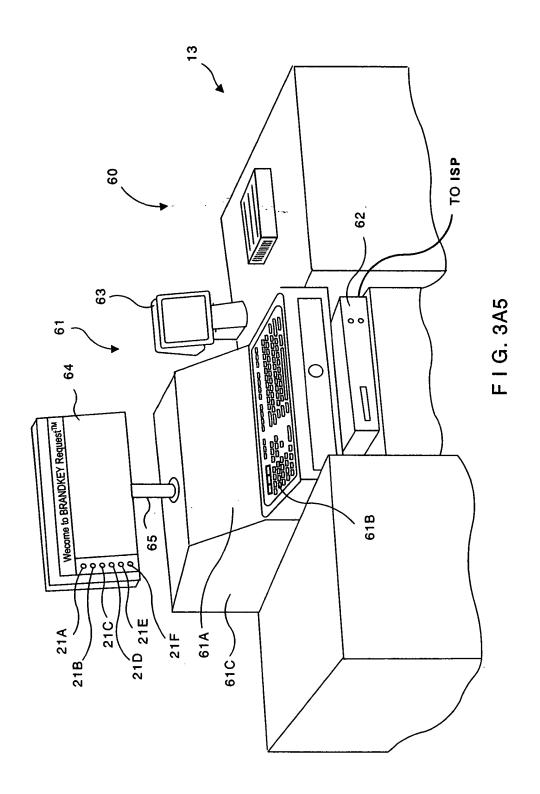


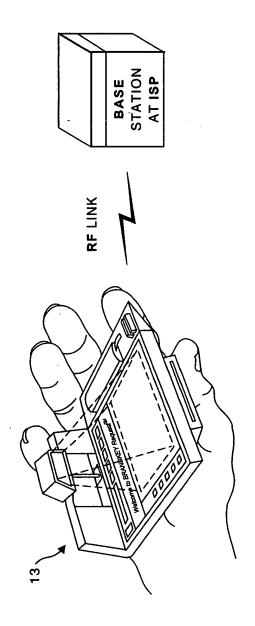












F I G. 3A6

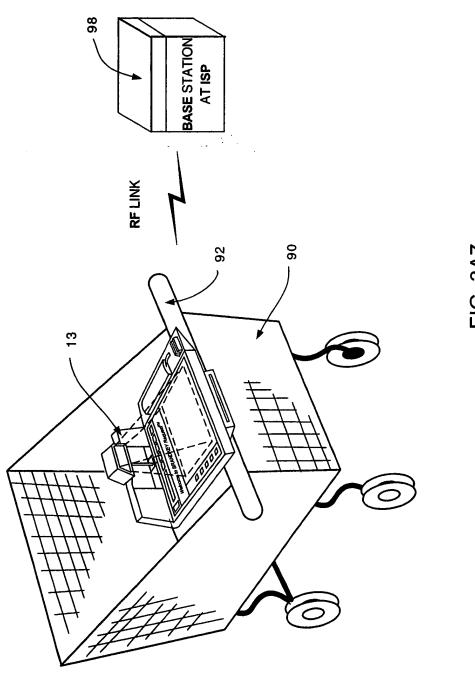


FIG. 3A7

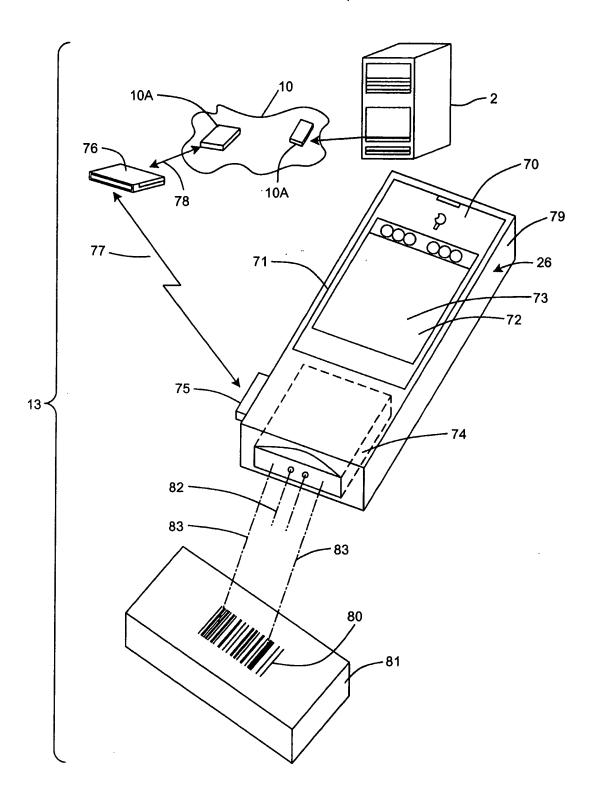
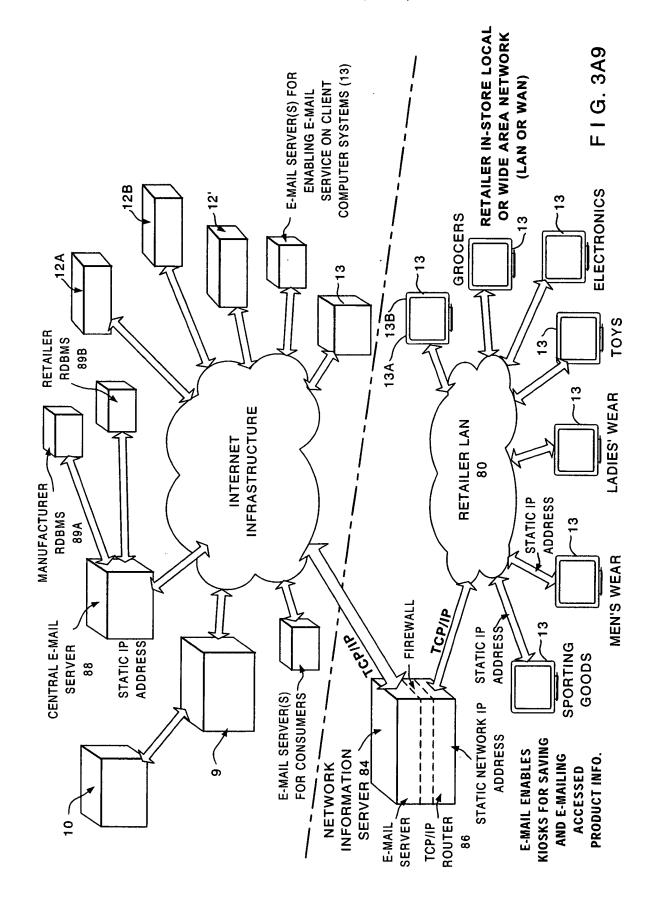
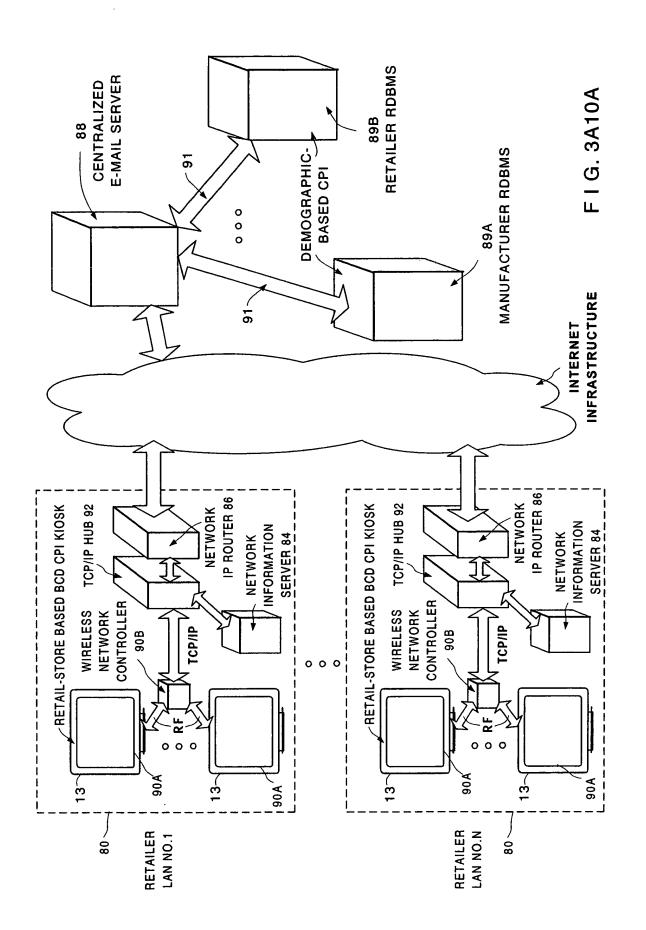
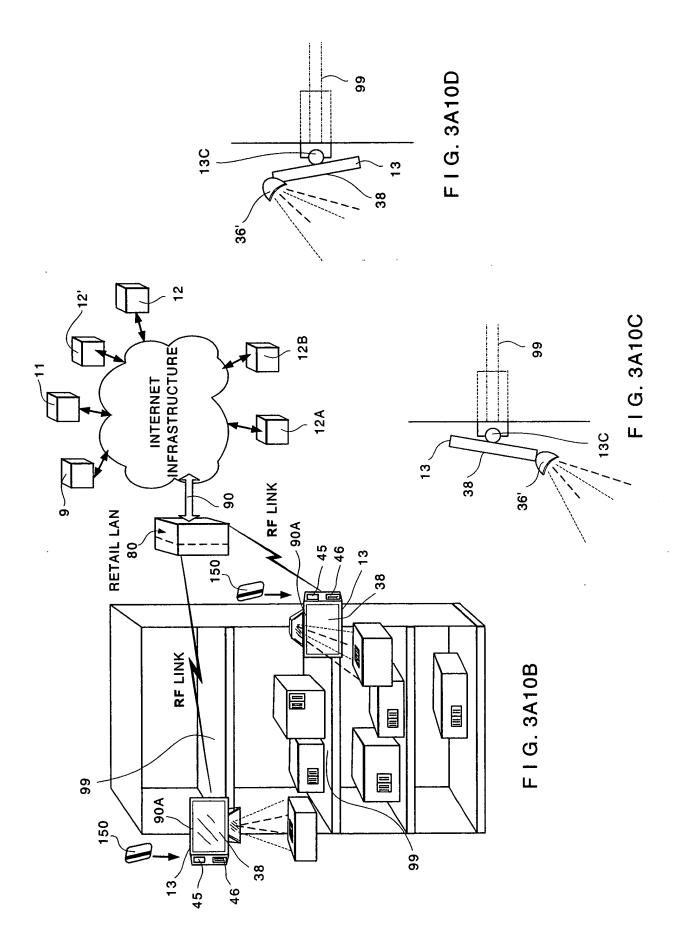


FIG. 3A8







MASTER DATABASE TABLE MAINTAINED BY RETAILER DATABASE MANAGEMENT SUBSYSTEM	CONSUMER ADDRESS					•••	
	CONSUMER					•••	
	E-MAIL DELIVERY CONFIRMATION					•••	
	DESTINATION E-MAIL (HOME)				:	•••	
	DATE					•••	
	URL					• • •	
	NAN					• • •	
	RETAIL KIOSK NO.					• • •	
	RETAILER KIOSK E-MAIL ACCNT. NO.					• • •	
	RETAILE R NAME					• • •	

F I G. 3A11

MASTER DATABASE TABLE MAINTAINED BY MANUFACTURER DATABASE MANAGEMENT SUBSYSTEM	CONSUMER					•••	
	CONSUMER				_	•••	
	E-MAIL DELIVERY CRITERIA					•••	
	DESTINATION E-MAIL ADDRESS					•••	
	DATE	•				•••	
	URL					•••	
	UPN					•••	
	RETAIL KIOSK NO.					•••	
	MANUFACTURER (MIN)					•••	

F I G. 3A12

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI)
CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN
INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF
THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP
LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL
SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK
SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE
HAVING A JAVA ENABLED GUI PROVIDED WITH

i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE

E-MAIL ADDRESS OF CONSUMER

iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE EMAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A

COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT

iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A
PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE
KIOSK, INDICATING THE RETAIL STORE LOCATION, AND
POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPITRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE
OF THE ELECTRONIC MESSAGE TRANSMISSION

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

 $\begin{pmatrix} \mathbf{I} \\ \mathbf{A} \end{pmatrix}$



USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE (INDICATED AS "CAPTURE, SAVE & ATTACH") SO AS TO AUTOMATICALLY CAPTURE THE CONTENTS OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND STORE THE SAME AS AN HTML ENCODED DOCUMENT ATTACHED TO THE CPI-ENABLING ENVELOPE

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW TO BE CAPTURED, STORED AND ATTACHED TO THE OPENED CPITRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK

DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK (i.e. UP TO THE MAXIMUM NUMBER OF DOCUMENTS TO BE ATTACHED TO THE CPI-ENABLING ENVELOPE)

B

- C

D

- E

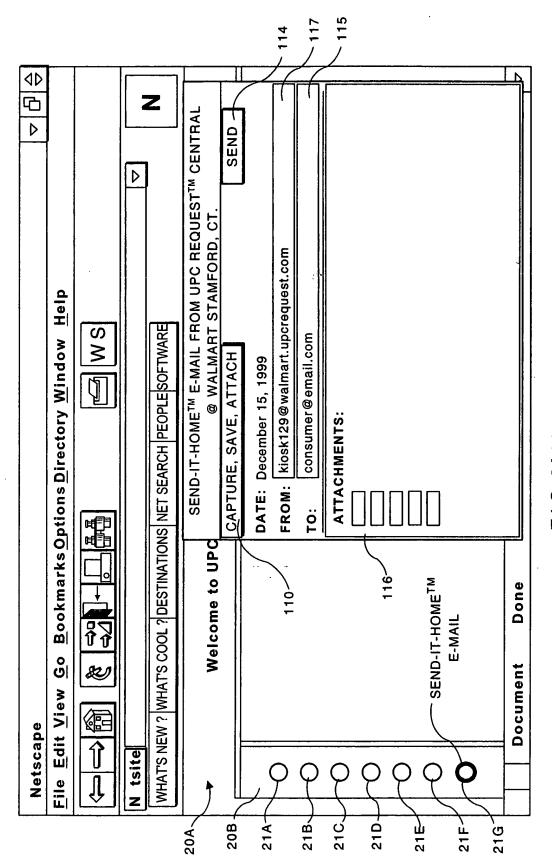
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UPON CAPTURING, STORING AND ATTACHING A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER

F I G. 3A13C



F I G. 3A14

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI)
CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN
INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF
THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP
LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL
SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK
SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE
HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A **FIRST SINGLE-CLICK BUTTON** FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
 - ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING
 COPIES OF THE ENVELOPE TO THE
 E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A
 PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE
 KIOSK, INDICATING THE RETAIL STORE LOCATION, AND
 POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPITRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE
 OF THE ELECTRONIC MESSAGE TRANSMISSION

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

 $\begin{pmatrix} \mathbf{A} \end{pmatrix}$



USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPITRANSPORTING ENVELOPE (INDICATED AS "CAPTURE & RECORD") SO AS TO AUTOMATICALLY CAPTURE THE URL OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND RECORD THE SAME WITH THE MESSAGE FIELD OF THE CPI-ENABLING ENVELOPE

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW WHOSE URL IS TO BE CAPTURED AND RECORDED TO THE OPENED CPITRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK

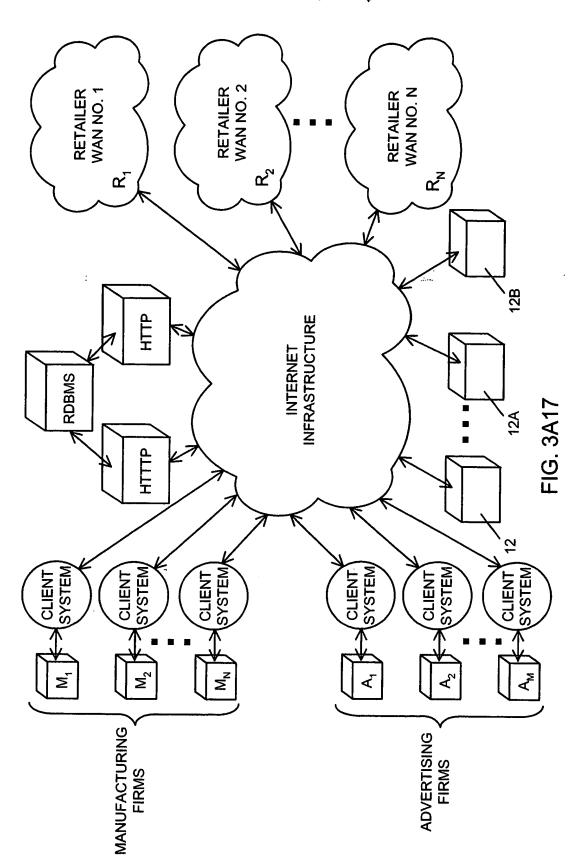
В

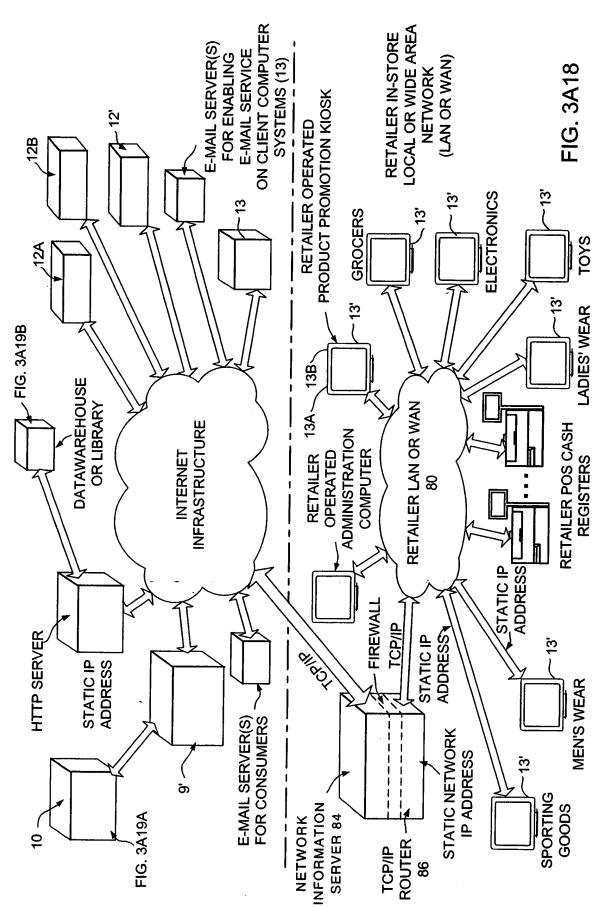


UPON CAPTURING AND RECORDING THE URLS OF A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CLOSED AND SEALED CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

MAINTAIN AN INFORMATION RECORD OF EACH CPITRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON
THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION
NETWORK, AND TRANSPORT A COPY THEREOF TO THE
CENTRAL E-MAIL SERVER

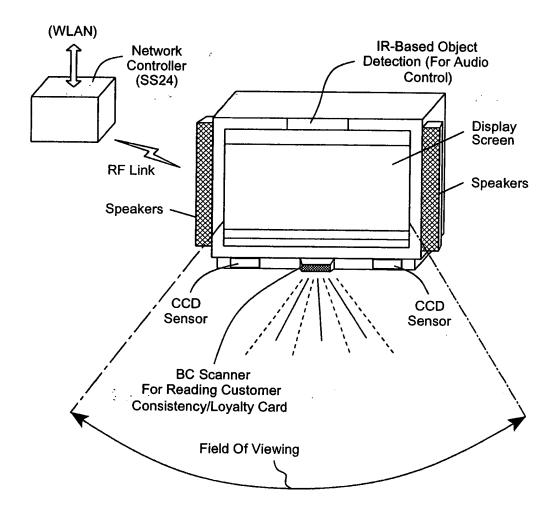
F I G. 3A15C





	·	 		 	 	 	
E-MAIL						•••	
PRODUCT DESCRIPTION	. ,					•••	1.35
TRADEMARKS						•••	
URL NO. N						•••	
•			•••			•••	
URL NO.1	·					•••	
RETAILER						•••	
NAO						••	

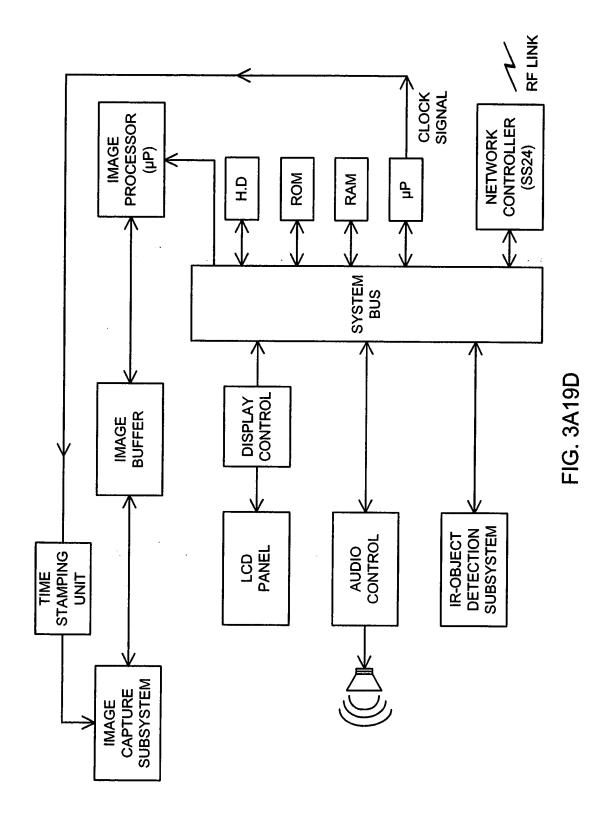
FIG. 3A19A



Features:

- -Eye Training And Accounting Subsystem
- -Tracks Detected Eyeball

FIG. 3A19C



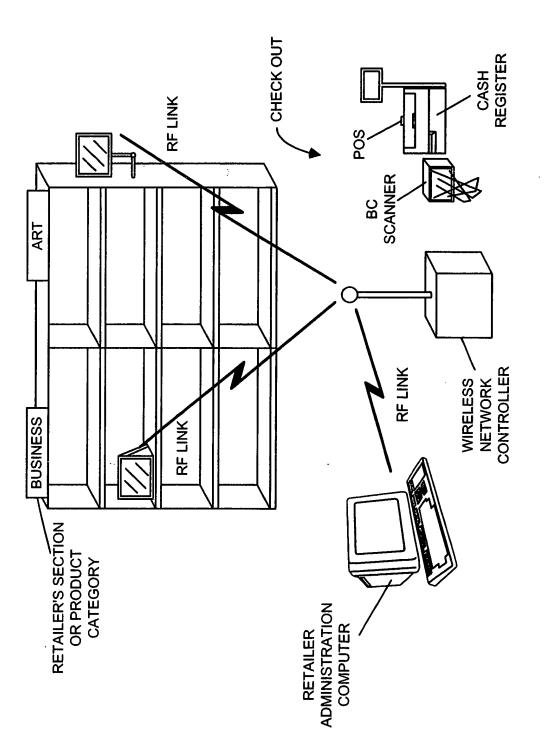


FIG. 3A20

FIG. 3A21A

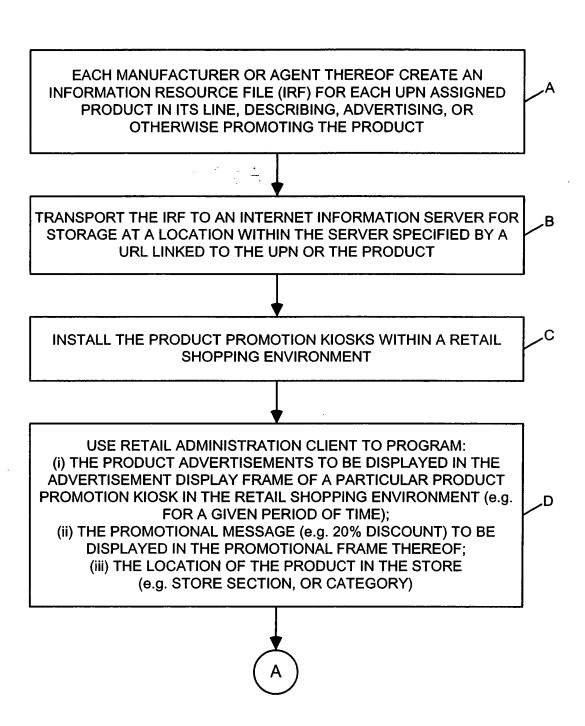


FIG. 3A22A

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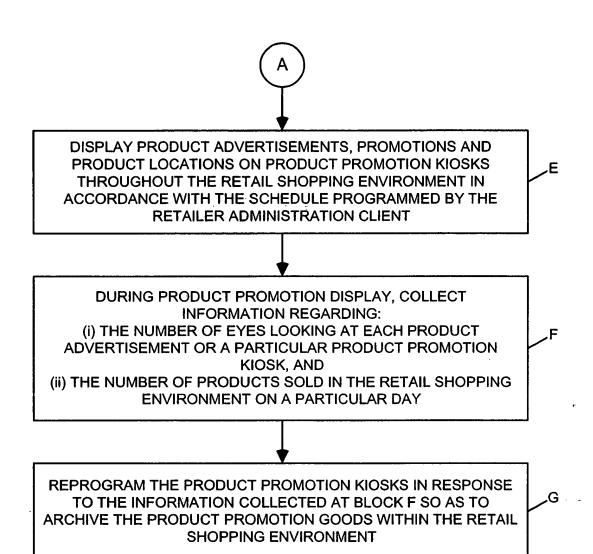


FIG. 3A22B

PRODUCT PROMOTION PROGRAMMING TABLE

FIG. 3A23

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	yn		 _		
# OF UPN SOLD ON 4TH DATE					
# OF UPN SOLD ON 3RD DATE					
# OF UPN SOLD ON 2ND DATE		to a	4		
# OF UPN SOLD ON SAME DATE					
URL/AD	·.				
UPN TIME/DATE EYE COUNTS					
TIME/DATE					
UPN (PRODUCT)					

FIG. 3A24

REPORT

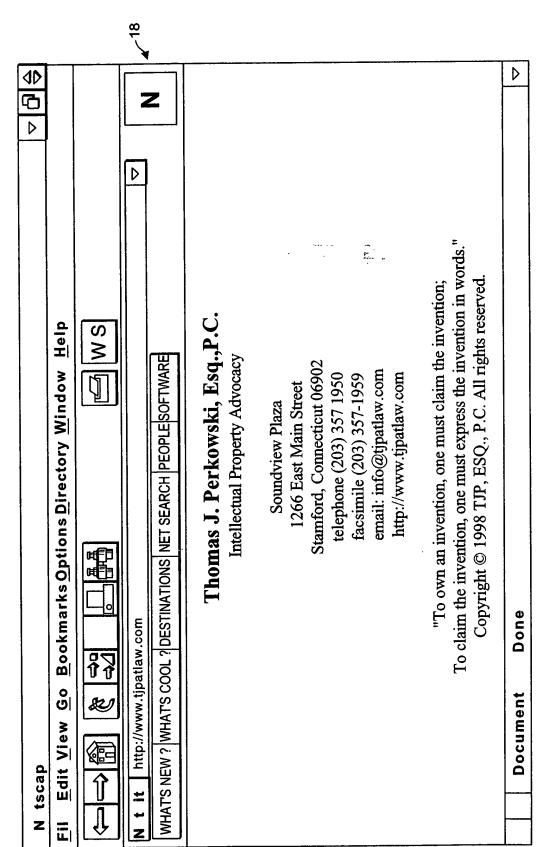


FIG. 3B

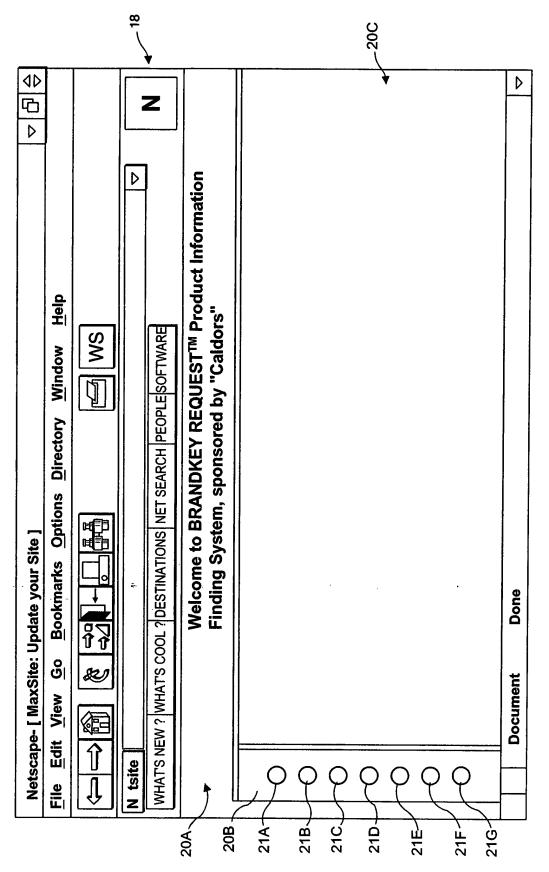


FIG. 3C

(0)	1	т	T	Τ	T	Т	F	T	1		т
STATUS										•••	
CPIR APPLETS										•••	
e-mail ADDRESS										•••	
TRADE/ SERVICE MARKS	POWER		CREST	ZANTAC ZANTAC 75			KODAK			•••	SONY
UNIFORM RESOURCE LOCATOR (URL)	http:// www.power.com/pc		http:// www.tooth.com/pc	http:// www.zantac.com/pc			http:// www.kodak.com/pc			•••	http://www.sony.com/ pc
PRODUCT DESCRIPTION	POWER MAC 7600/120 COMPUTER		TOOTH PASTE	ACID REDUCER			FILM PROCESSING			•••	PERSONAL COMPUTER
REGISTRANT'S NAME AND ADDRESS	APPLE COMPUTER, INC. CUPERTINO, CA.		PROCTOR & GAMBLE	WARNER WELCOME			KODAK, INC.			•••	SONY, INC.
NS / dl	7/18908/ 17674/0		0/373/100/6	3/12547/ 68404/0			0/00005/ 17643/4			•••	0/27242/ 51057/9

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST, CPIR-ENABLING APPLET LIBRARY

PRODUCT ADVERTI- SEMENT INFORMATION FIELD			•••	
PRODUCT PRODUCT MISCELLA- INCENTIVE REVIEW NEOUS INFORMATION INFORMATION FIELD FIELD				
PRODUCT REVIEW INFORMATION FIELD			•••	
PRODUCT INCENTIVE INFORMATION FIELD			• • •	
PRODUCT WARRANTY / SERVING INFORMATION FIELD			•••	
PRODUCT UPDATE INFORMATION FIELD			• • •	
URL; SPECIFICATION UPDATE INFORMATION FIELD FIELD		•	•••	
URL				

FIG. 4A2

IP/SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET	NETSCAPE, NAVIGATOR		
	• •				
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
• • •	• •	• • •			

FIG. 4B

Manufacturer	Company Name	Street Address	Ć <u>i</u> ź	State	Postal Code	Country	Manufacturer ID Number	Contact Person	Phone Number	E-Mail	Domain Name	Website Creation Date	Website Existence	Manufacturer Website HDI	Mailaidead Website ONE	
0		A	Α	A	r A	A			0	֓֞֜֜֞֜֜֞֜֞֜֓֓֓֜֜֜֞֜֜֓֓֓֡֓֓֡֓֜֡֓֡֓֡֓֡֡֡֡֓֡֓֡֓֡֡֡֡֡֡֡֡	Α	А	Α	٨	٨	
① Consumer Product		UPC Number	Company Name	Manufacturer ID Number	Manufacturer Product Number	Manufacturer Website URL	Product Description		Information Resources on the WWW		PC Number	lanufacturer ID Number	lanufacturer Product Number	ompany Name	RL for Product Description	
		Ţ	_]	L	•			\supset		- 10		Man	Man	S	UR	-
		⋖	⋖	⋖	A	⋖	⋖	⋖	⋖	⋖	⋖	[⊲		<u>1</u> ⊲	< ⊲	
Monifochirer	Mailulacturei	Company Name	Street Address	City	State	Postal Code	Country	Manufacturer ID Number	Contact Person	Phone Number	E-Mail	Domain Name	Website Creation Date	Website Existence	Manufacturer Website HBI	ווים ואומימים ויים אומים אויים

FIG. 4C

Consumer Product UPC Number Company Name Manufacturer ID Number Manufacturer Product Number Manufacturer Website URL Product Description Primary Trademark Secondary Trademark Package Type UPC Symbol Type Website Marking on Package

Manufacturer Product Number

Manufacturer ID Number

UPC Number

Info. Resources on WWW

FIG. 4C2

JRL For Company Stock Purchase URL For Company Annual Report **URL For Direct Product Purchase URL For Complementary Product** URL For Complementary Product URL For Complementary Product URL For Product Retailer No.3 **URL For WWW Advertisement URL For WWW Advertisement** URL For Product Retailer No.2 URL For WWW Advertisement URL For Product Retailer No.1 **URL For Product Description** URL For Product Wholesaler URL For Product Wholesaler URL For Product Wholesaler **URL For Warranty Service URL For Product Manual** Company Name

FIG. 4C3

RETAILER

Company Name

Street Address

City

State

Postal Code

Country

Manufacturer ID Number

Contact Person

Phone Number

E-Mail

Domain Name

Website Creation Date

Website Existence

Manufacturer Website URL

Manufacturer No. 1

Manufacturer No. 2

Manufacturer No. 3

Manufacturer No. 4

Manufacturer No. 5

Manufacturer No. 6

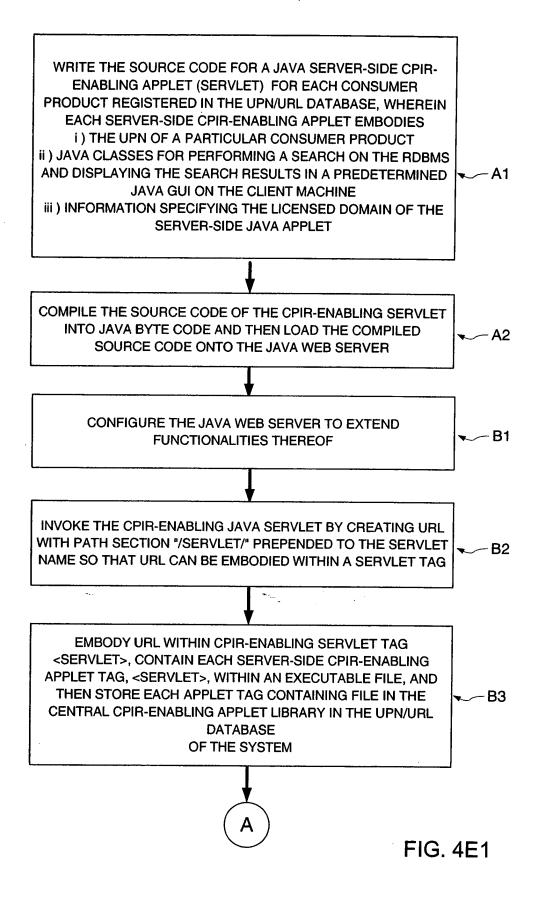
Manufacturer No. 7

Manufacturer No. 8

Manufacturer No. 9

Manufacturer No. 10

Manufacturer No. N





DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE SERVER-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE ECENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

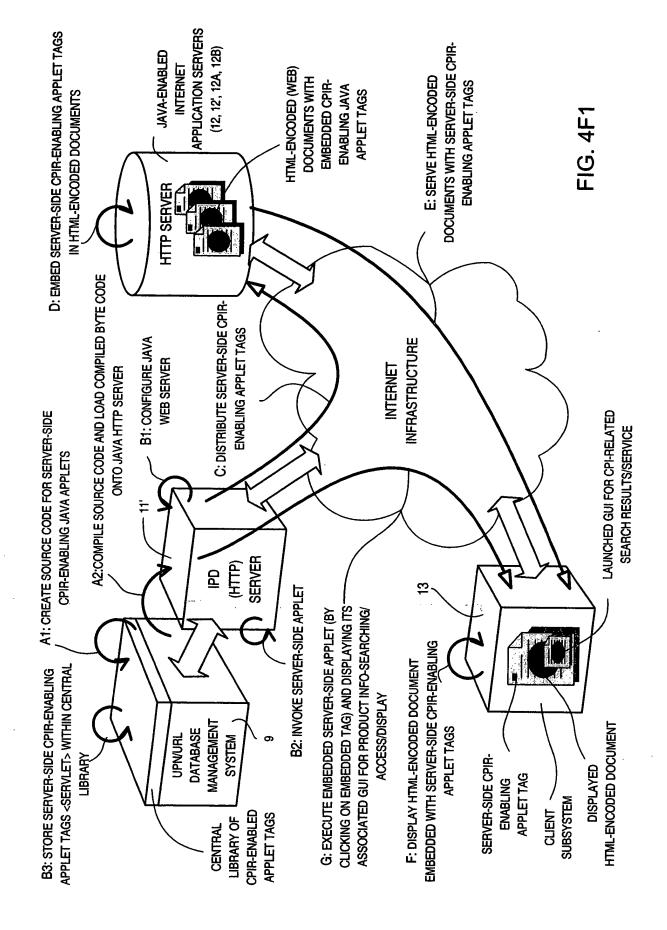
- D

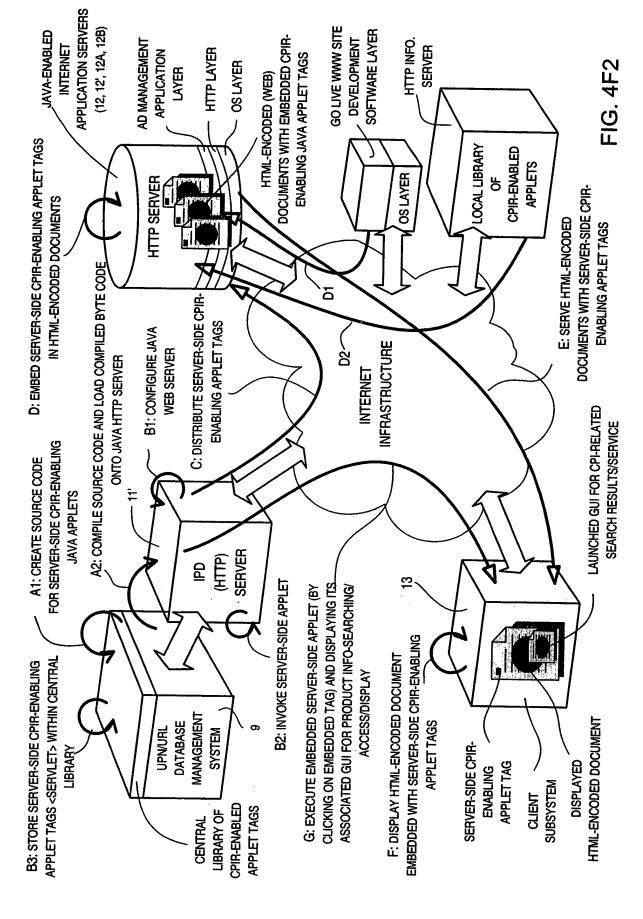
~ E

SERVE HTML-ENCODED DOCUMENTS HAVING
ONE OR MORE OF EMBEDDED SERVER-SIDE CPIR-ENABLING
APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED
CLIENT SUBSYSTEMS

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED SERVER-SIDE CPIR-ENABLING APPLET TAGS

EXECUTE THE ASSOCIATED UPN-ENCODED SERVER-SIDE
APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING
ON THE CPIR-ENABLING APPLET WHEREBY THE RDBMS SEARCH
RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON
THE SEARCH-REQUESTING CLIENT SUBSYSTEM





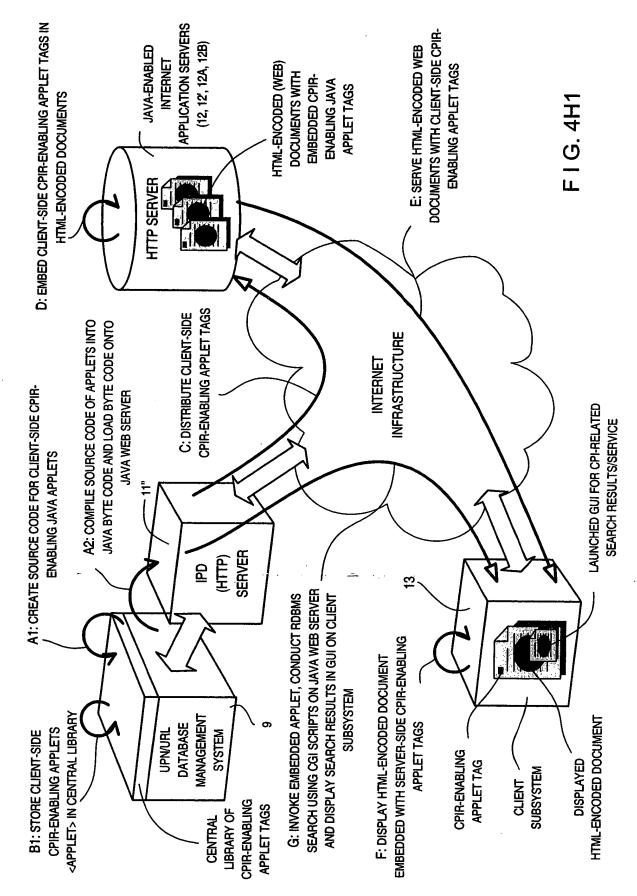
WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-**ENABLING APPLET FOR EACH CONSUMER PRODUCT** REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE **CPIR-ENABLING APPLET EMBODIES:** i) THE UPN OF A PARTICULAR CONSUMER PRODUCT ii) JAVA CLASSES FOR CALLING A CGI ON THE JAVA WEB SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND _A1 DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE - A2 ONTO THE JAVA WEB SERVER CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG. <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-**~**─B1 ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM ₹ \$ DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

FIG. 4G1

62(1046 OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC. SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING •~- E APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-**ENABLING APPLET TAGS** INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE \sim G CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH

FIG. 4G2

RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM

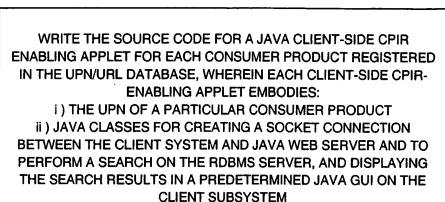


√ A1

-A2

√B1

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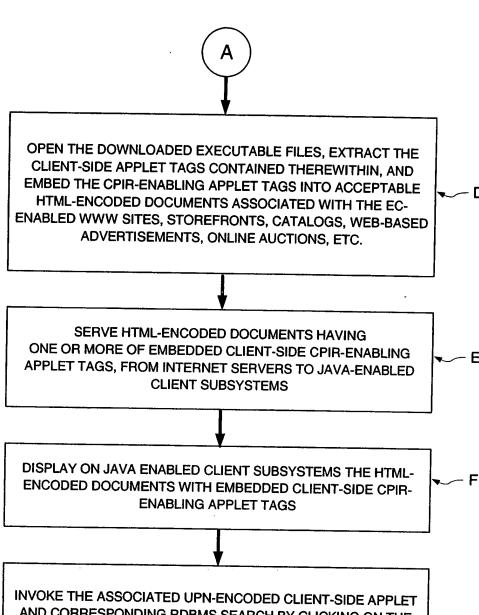
iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

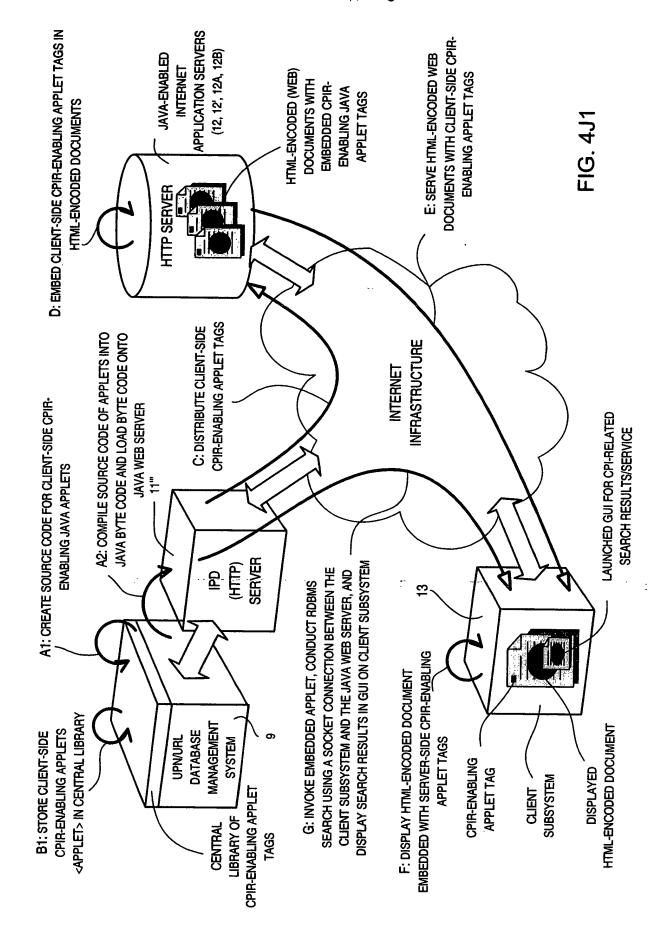
CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM

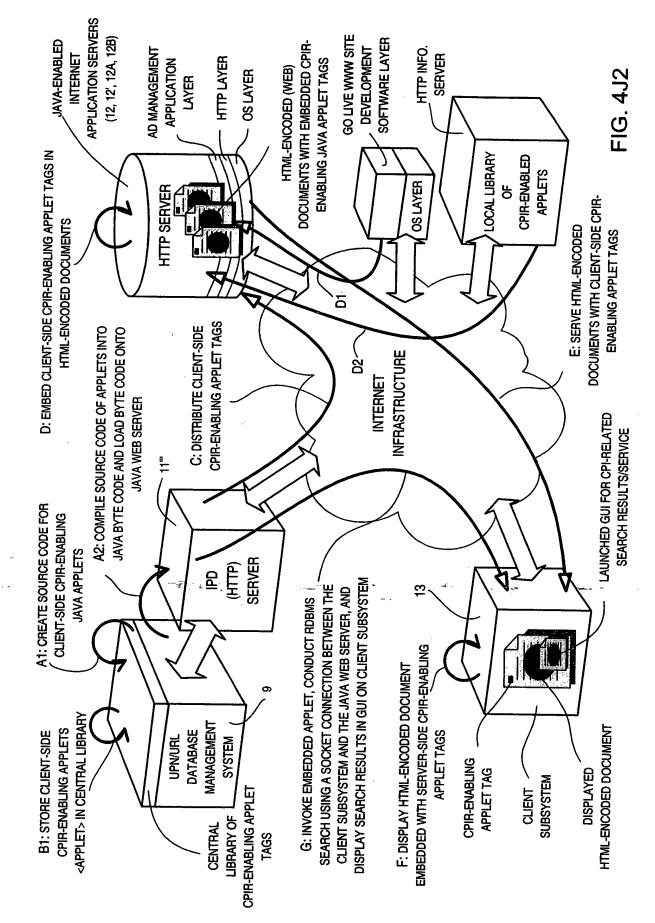
DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

FIG. 411



INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM





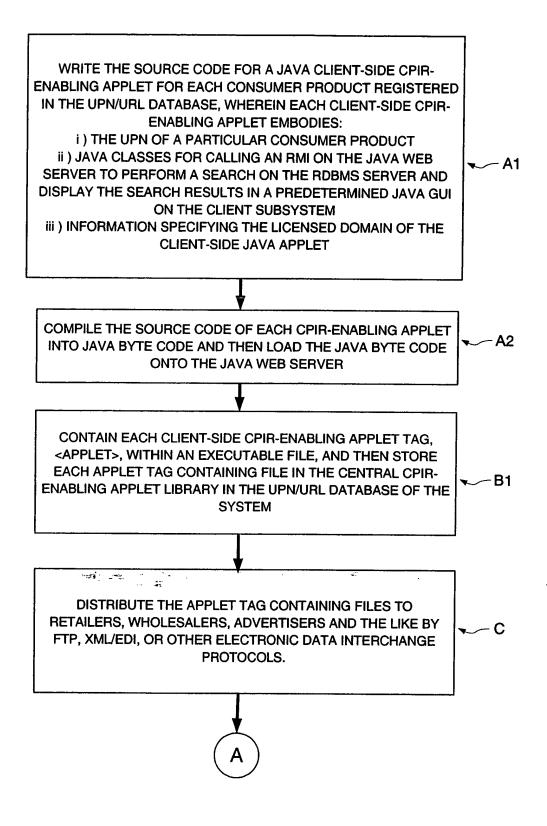


FIG. 4K1

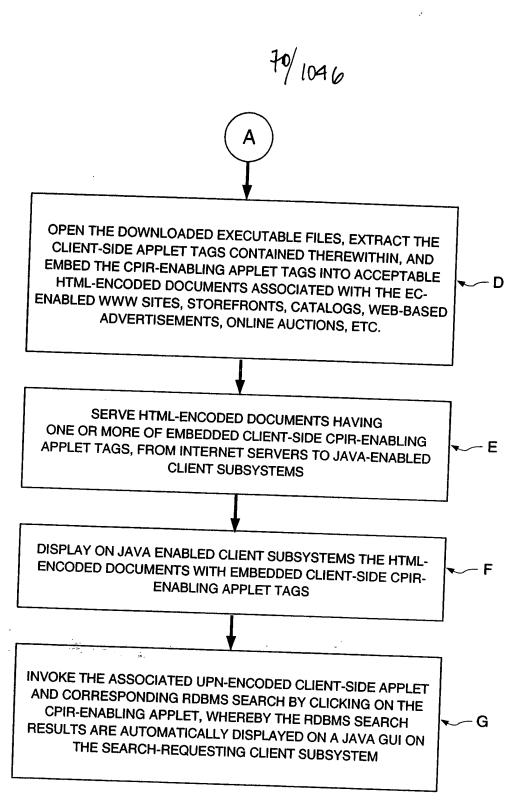
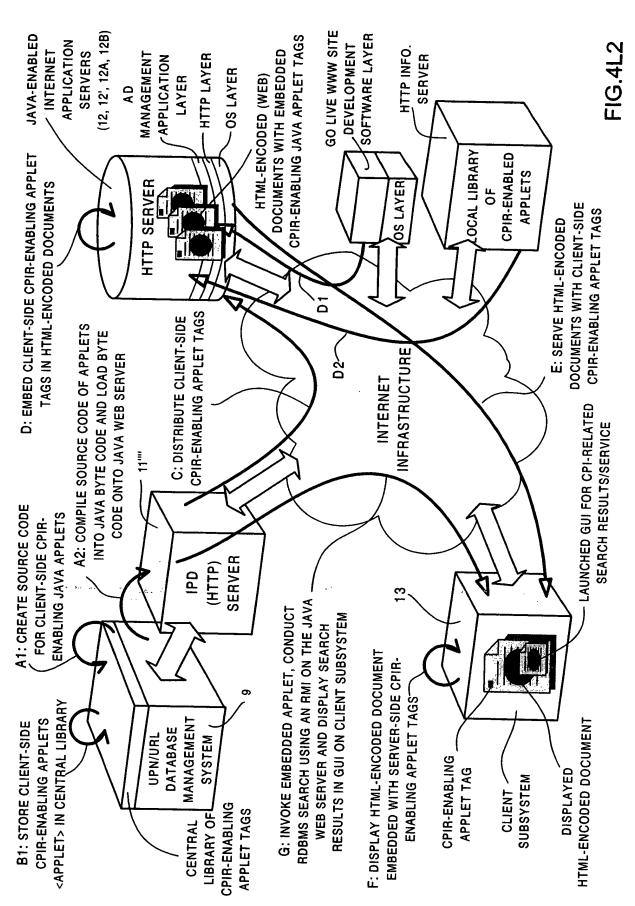


FIG. 4K2



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		TION SERVER	PPLETS		C Download							
·		UCT INFORMA	PIR-ENABLING A		Manufacturar No.	0000000000		11111111111111111		ZACESCE E		
· ·		BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER	CENTRAL LIBRARY OF CPIR-ENABLING APPLETS		Redemark	Power Mad Computer		Sony		J.C.ow		
			CEN		UPCNS	0000000000		11111111111		2022222		
	Friedmid - Motocapie		BrandKey Request™	Trademark™	Jahan Salah Sa	Home-Page™	Product Description TM		Brandlinx™		Send-It-Home™	· · · · · · · · · · · · · · · · · · ·

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FIG. 4M1

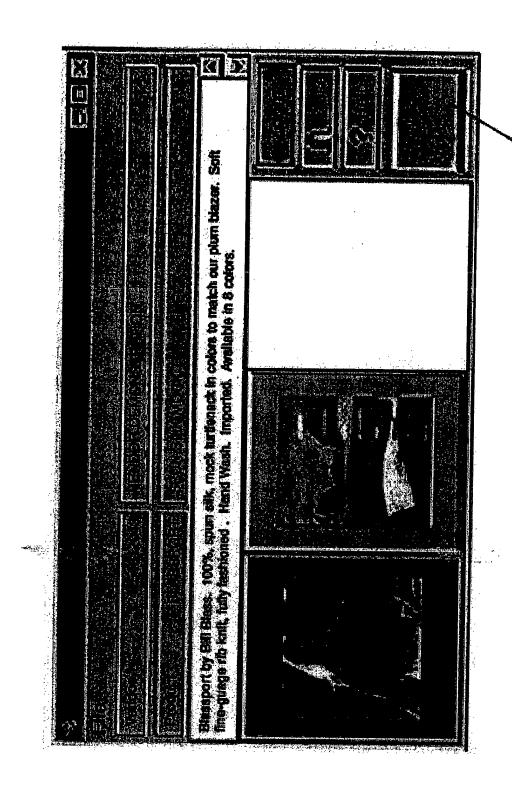


FIG. 4M2

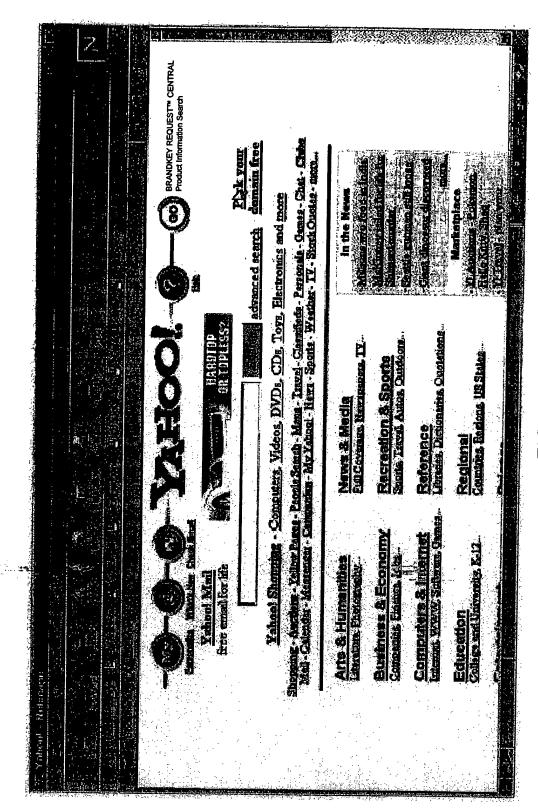


FIG. 4N1

AND A SHIP

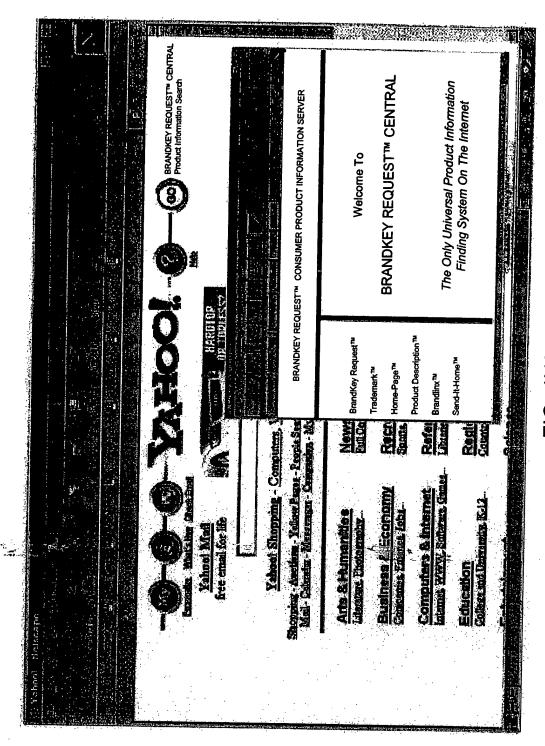


FIG. 4N2

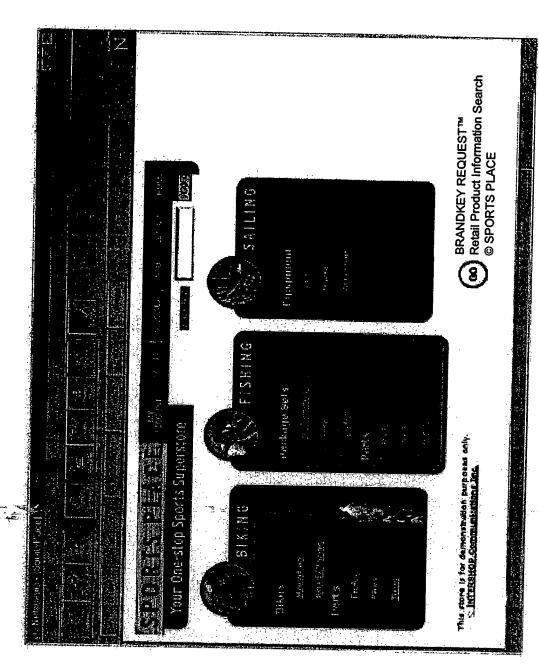


FIG. 401

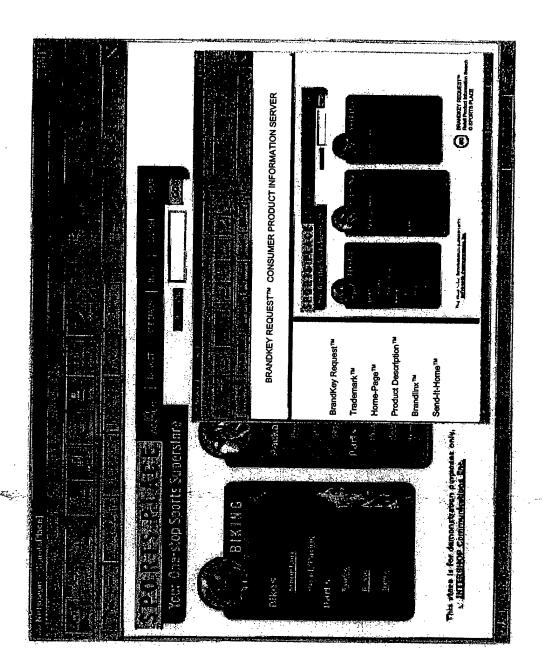


FIG. 402

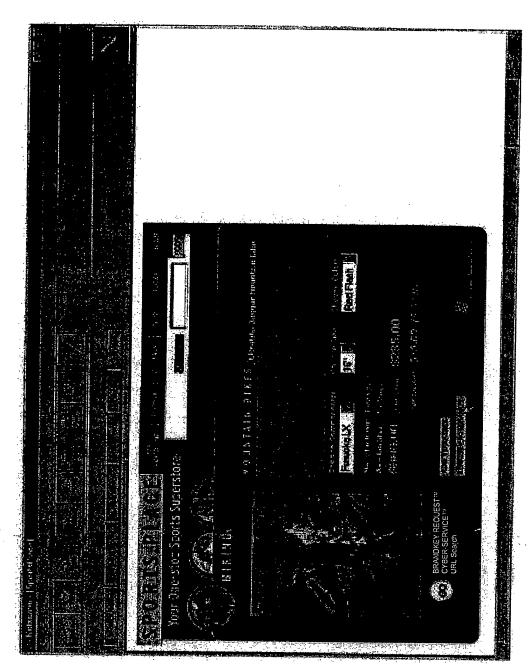


FIG. 4P1

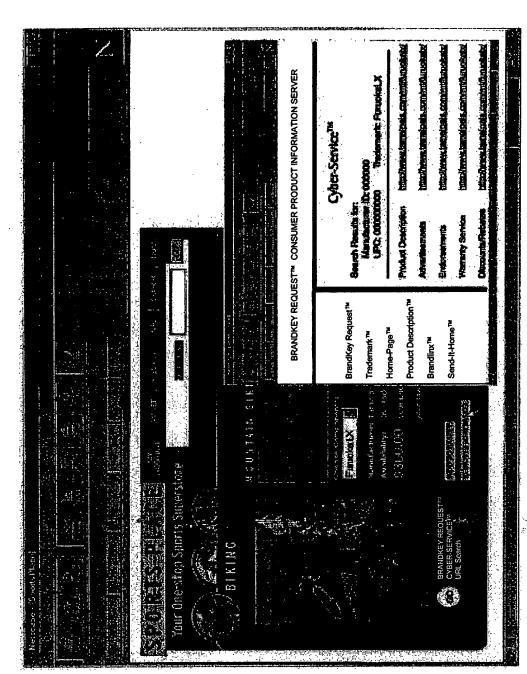


FIG. 4P2

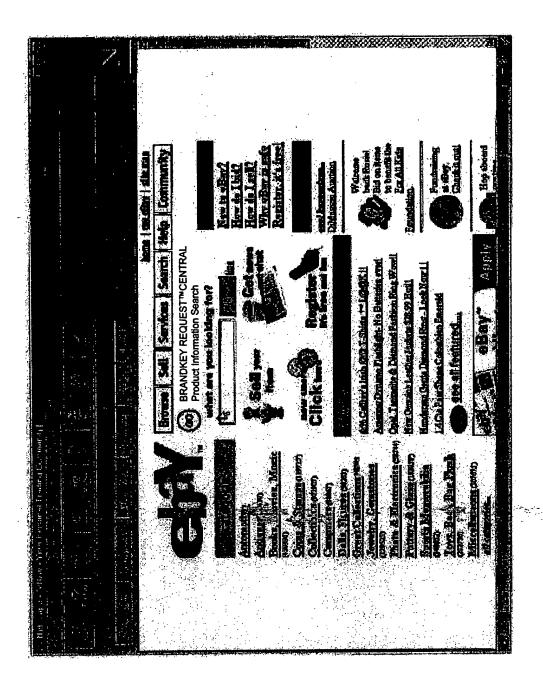


FIG. 4Q1

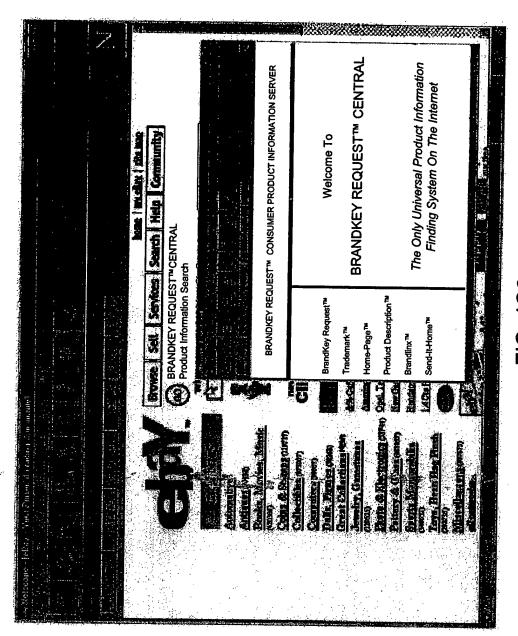


FIG. 4Q2

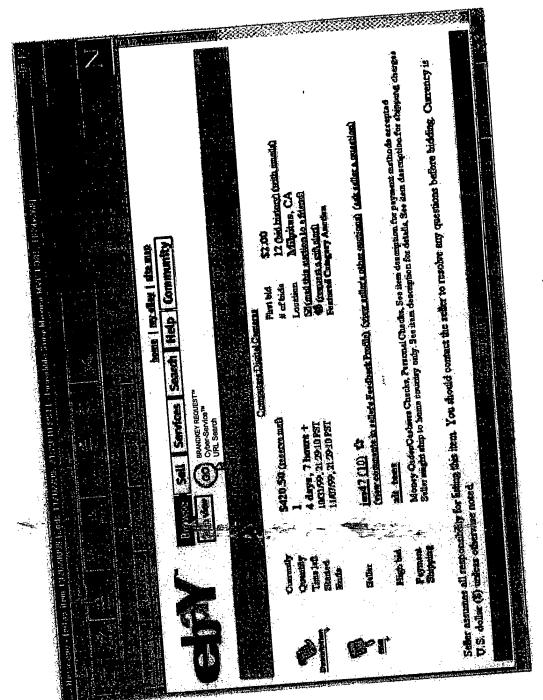


FIG. 4R1

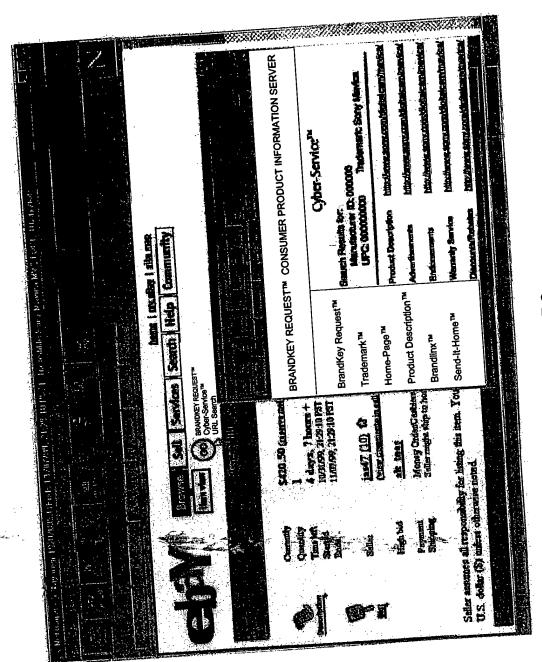


FIG. 4R2

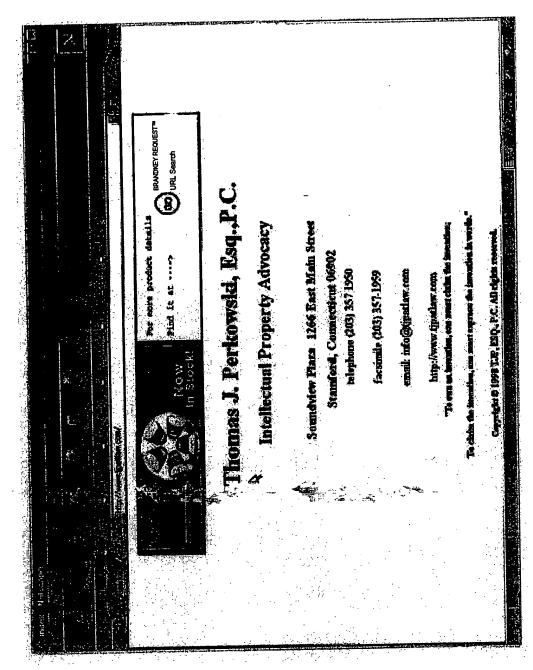


FIG. 4S1

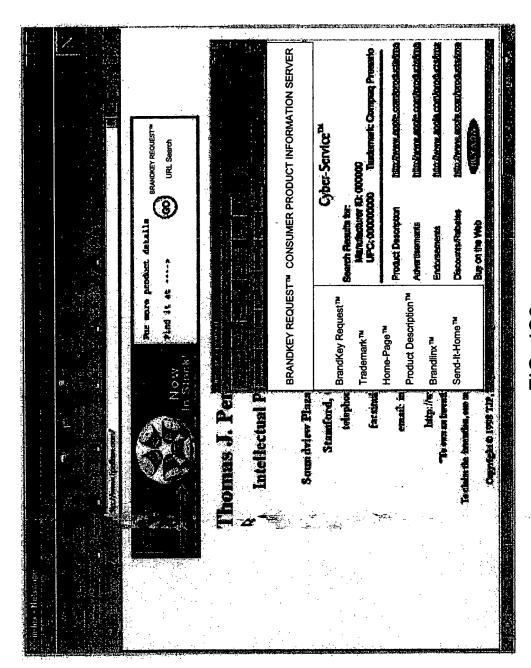


FIG. 4S2

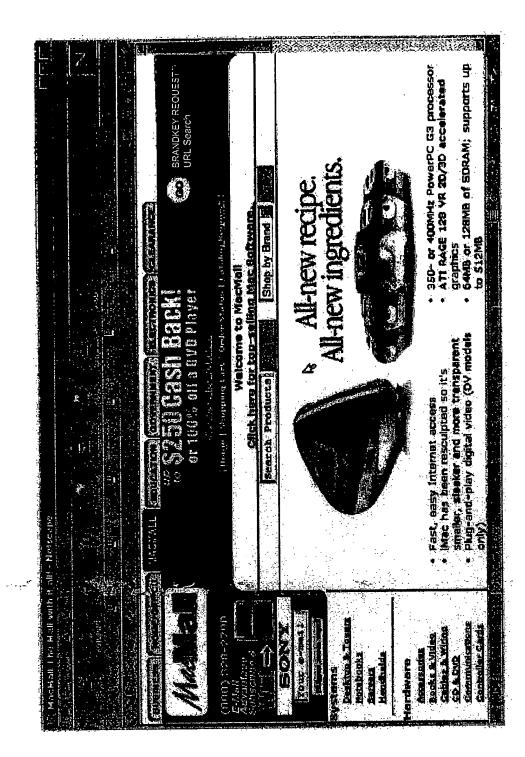


FIG. 4S3

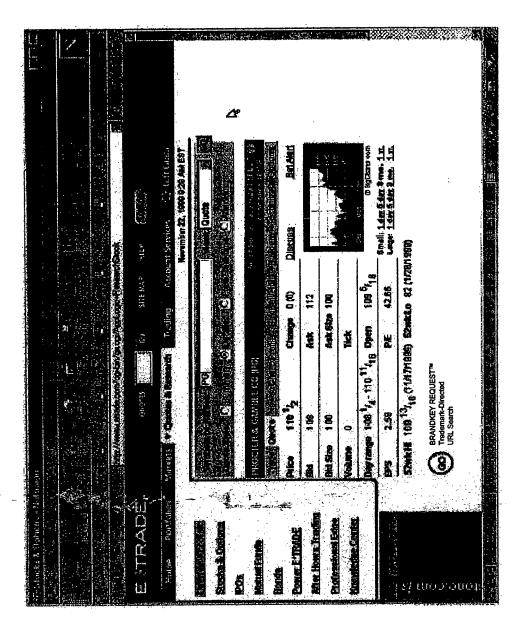


FIG. 4T1



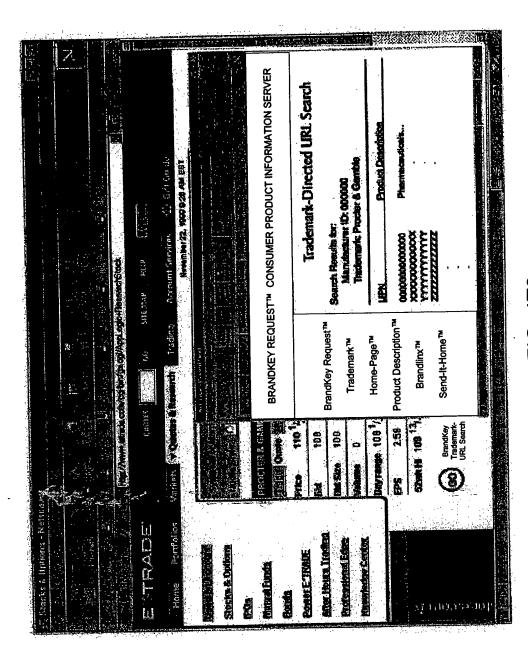
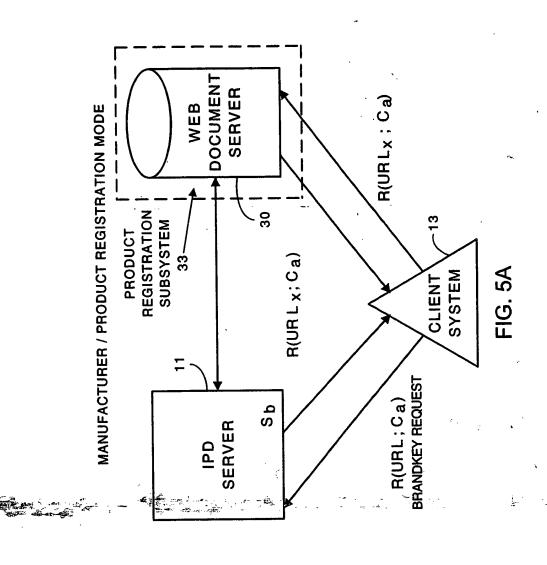
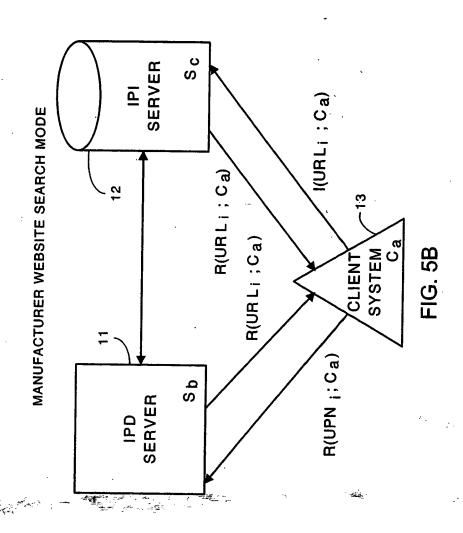


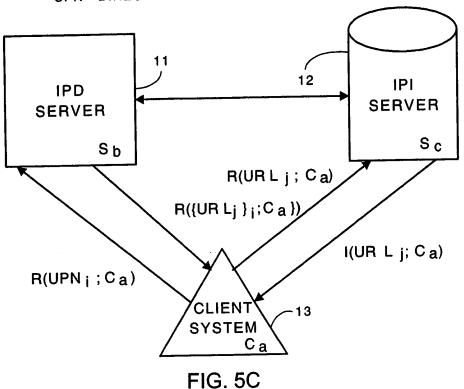
FIG. 4T2



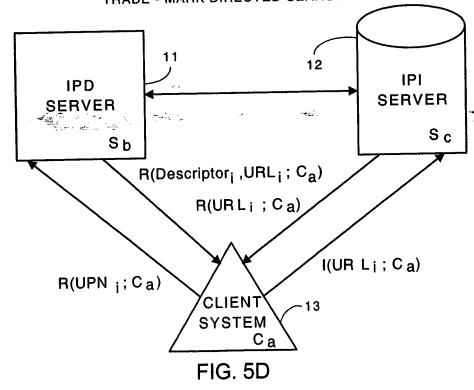




UPN - DIRECTED INFORMATION ACCESS MODE



TRADE - MARK DIRECTED SEARCH MODE



PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

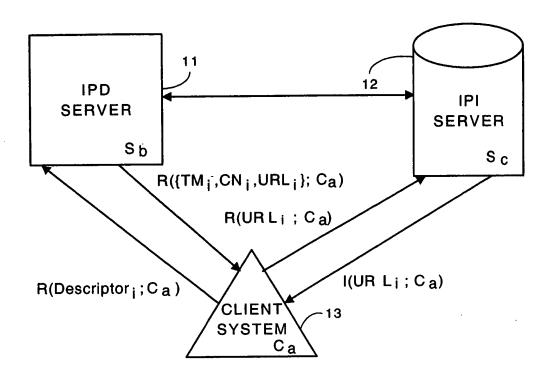


FIG. 5E

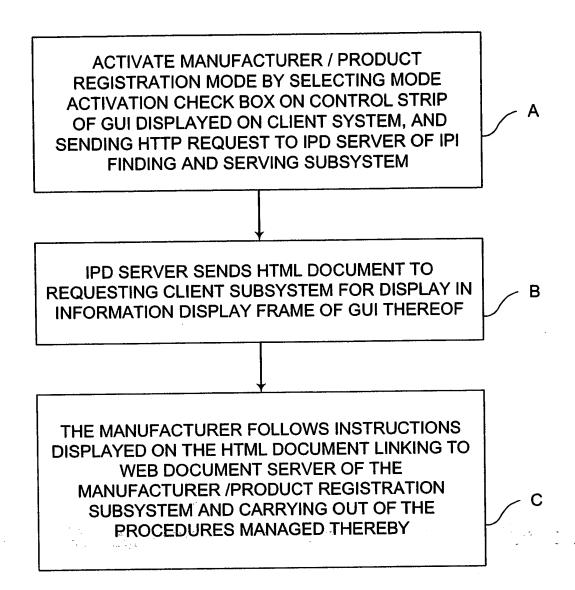


FIG. 6A

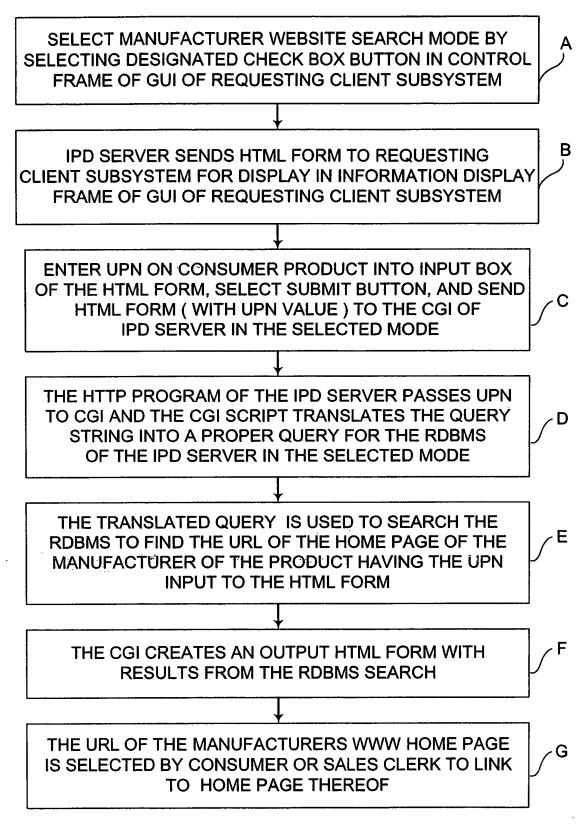


FIG. 6B

SELECT UPN - DIRECTED SEARCH MODE BY SELECTING Α DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF REQUESTING CLIENT SUBSYSTEM IPD SERVER SENDS HTML FORM TO REQUESTING В CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM ENTER UPN ON CONSUMER PRODUCT INTO INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH UPN VALUE) TO THE CGI OF THE IPD SERVER IN THE SELECTED MODE THE HTTP PROGRAM OF THE IPD SERVER PASSES THE UPN TO THE CGI AND THE CGI SCRIPT TRANSLATES THE D QUERY STRING INTO A PROPER QUERY FOR THE RDBMS OF THE IPD SERVER THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE SET OF URLS POINTING TO THE HTML DOCUMENTS PUBLISHED ON THE INTERNET AND CONTAINING INFORMATION RELATING TO THE CONSUMER ·Ε PRODUCT HAVING THE UPN ENTERED INTO THE INPUT OF THE HTML FORM THE CGI CREATES AN OUTPUT HTML FORM WITH THE RESULTS FROM THE RDBMS SEARCH DISPLAY IN THE INFORMATION DISPLAY FRAME THE SET OF URLs RETRIEVED FROM THE RDBMS SEARCH AT BLOCK F LINK TO A DESIRED CONSUMER PRODUCT RELATED INFORMATION BY SELECTING THE CORRESPONDING URL H FROM THE DISPLAYED INFORMATION MENU FIG. 6C

F-3-

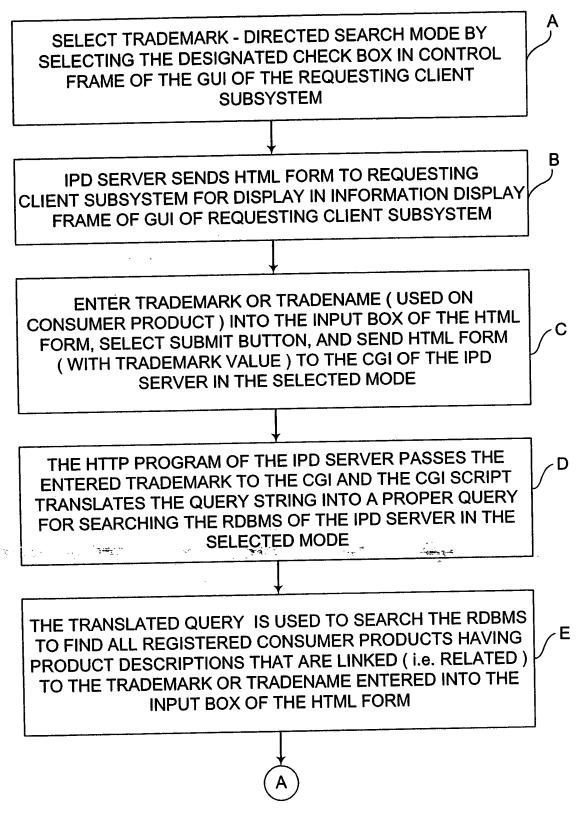


FIG. 6D1



CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS
THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. PRODUCT DESCRIPTION, MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

G

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLS RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE UPN IN THE SELECTED
DATA TRIPLET

THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

В

FIG. 6D2

 $\stackrel{\bigcirc}{\mathsf{B}}$

DISPLAY THE SET OF URLs FROM SEARCH
IN THE HTML FORM ON THE INFORMATION DISPLAY
FRAME OF THE GUI OF REQUESTING CLIENT
SUBSYSTEM

∙K

ACCESS AND DISPLAY ANY HTML DOCUMENT REFERENCED WITHIN THE DISPLAYED URL MENU BY SELECTING THE CORRESPONDING URL ANCHORED THERETO

FIG. 6D3

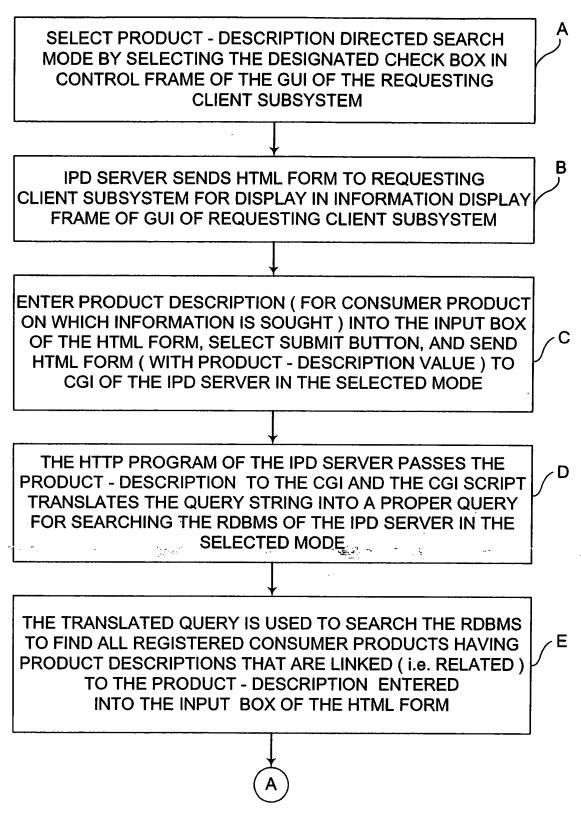


FIG. 6E1



CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS
THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. TRADEMARK, MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

G

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

- H

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLs: RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE UPN IN THE
SELECTED DATA TRIPLET

THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

B

FIG. 6E2

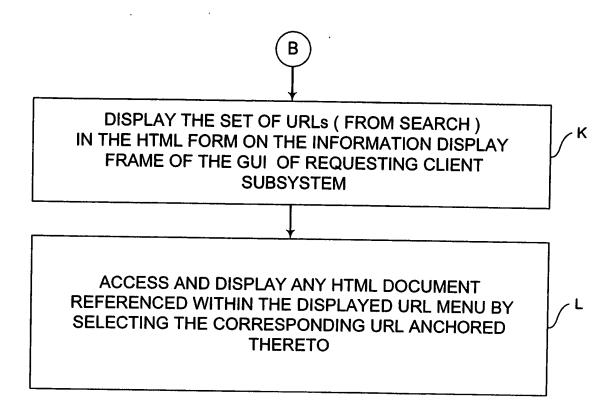
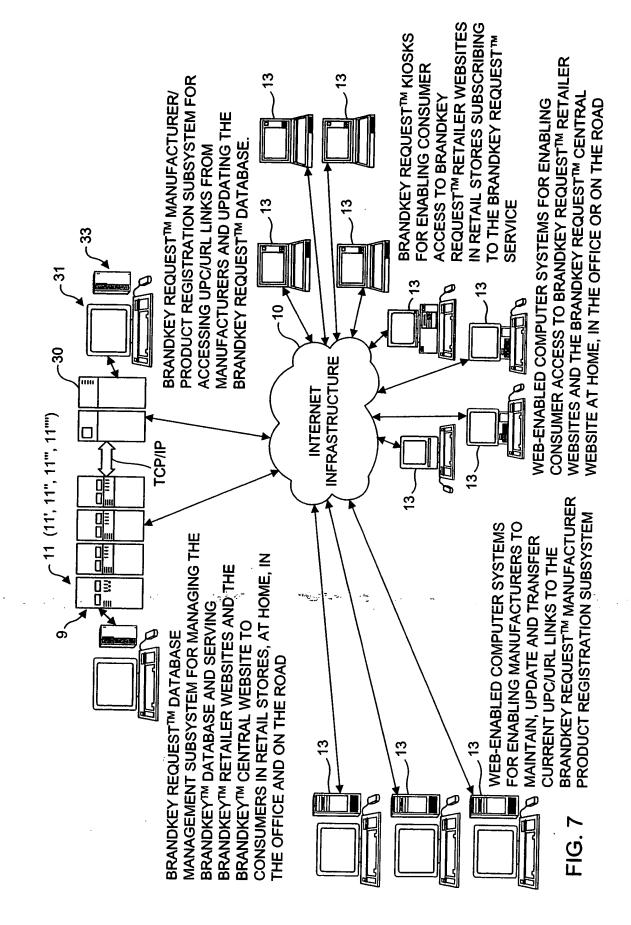
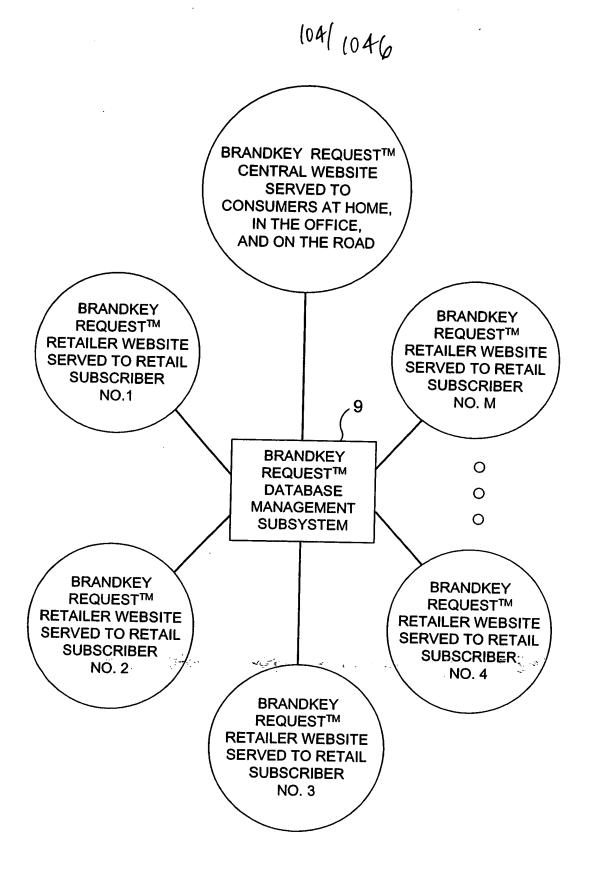


FIG. 6E3

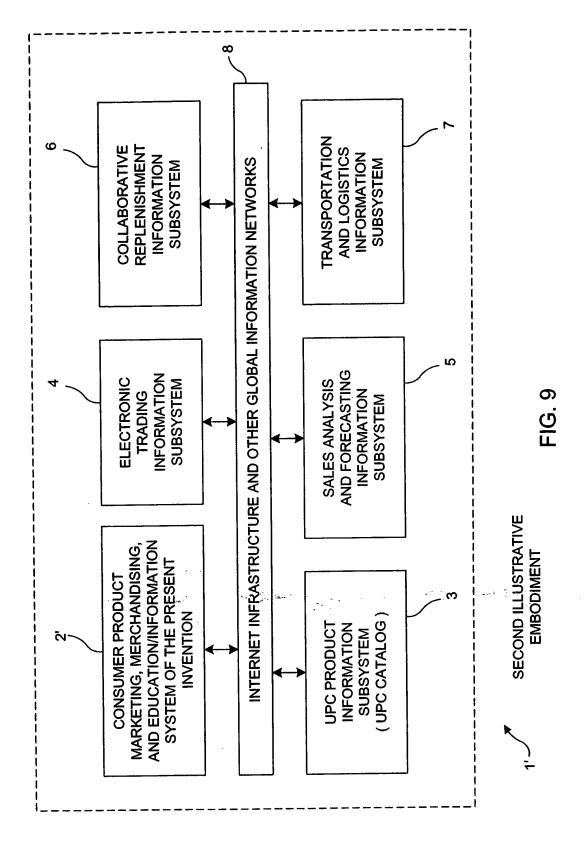
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F I G. 8



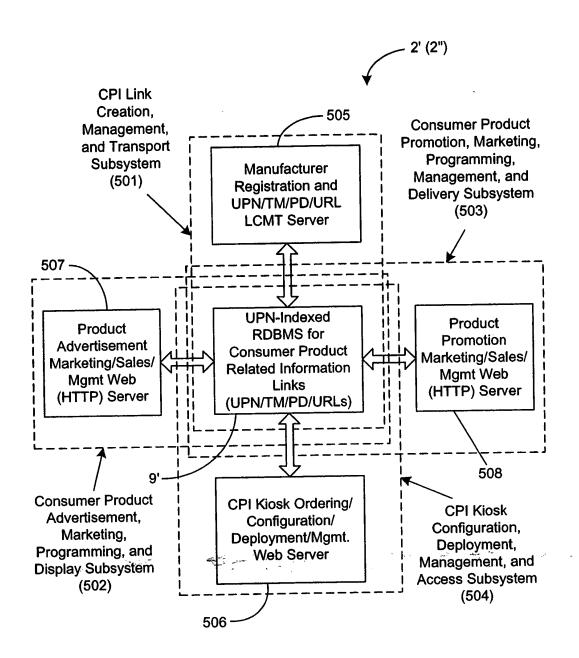
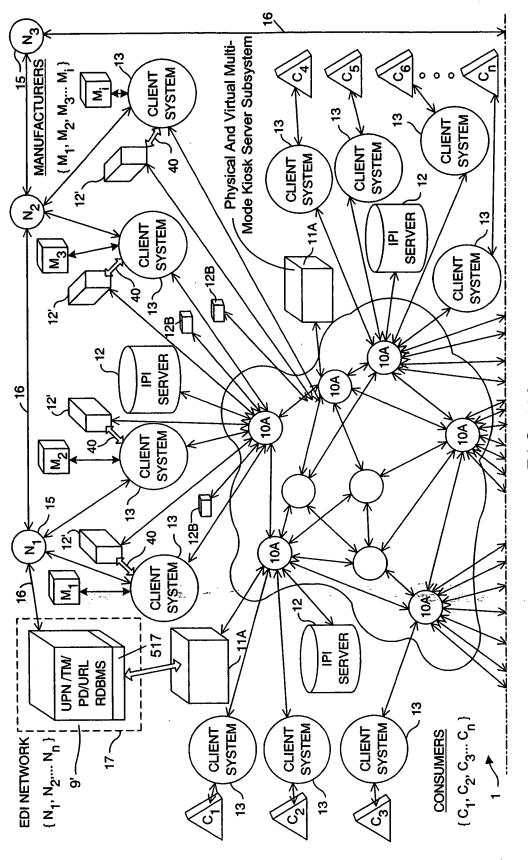


FIG. 9A



F1G. 10A1

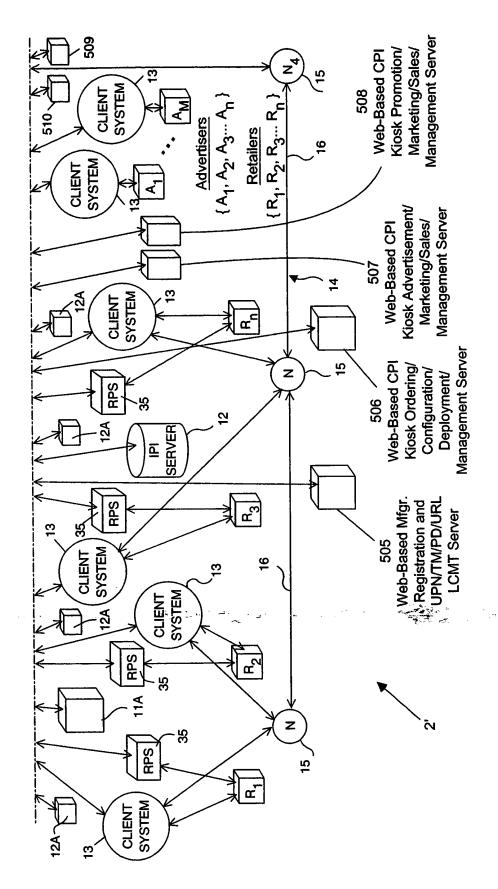
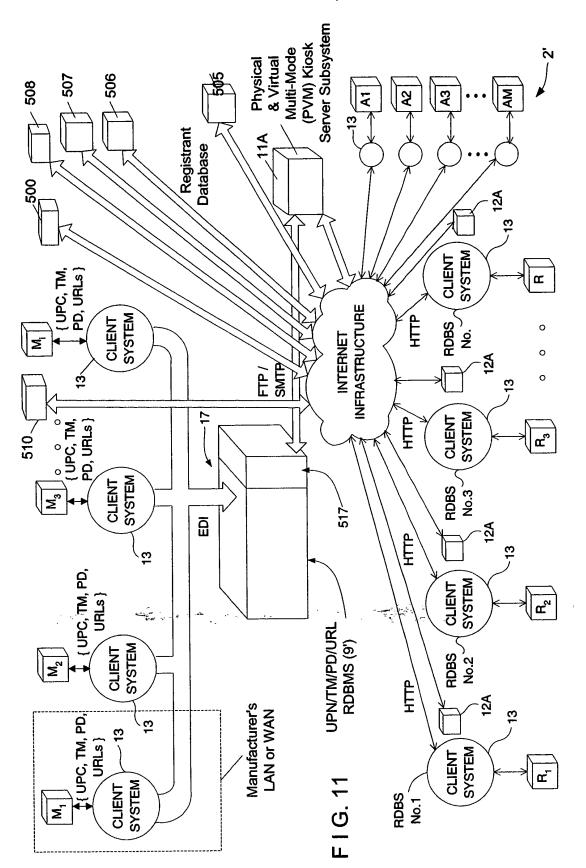
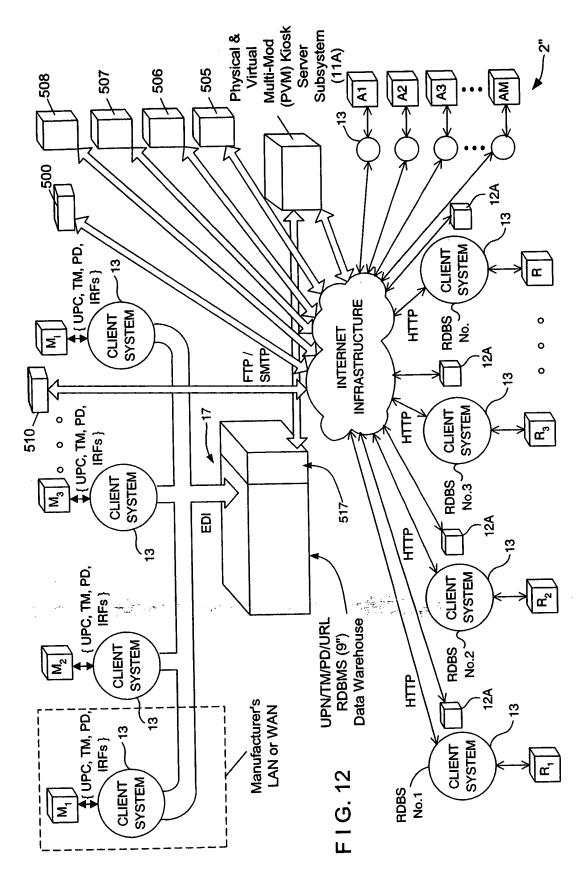
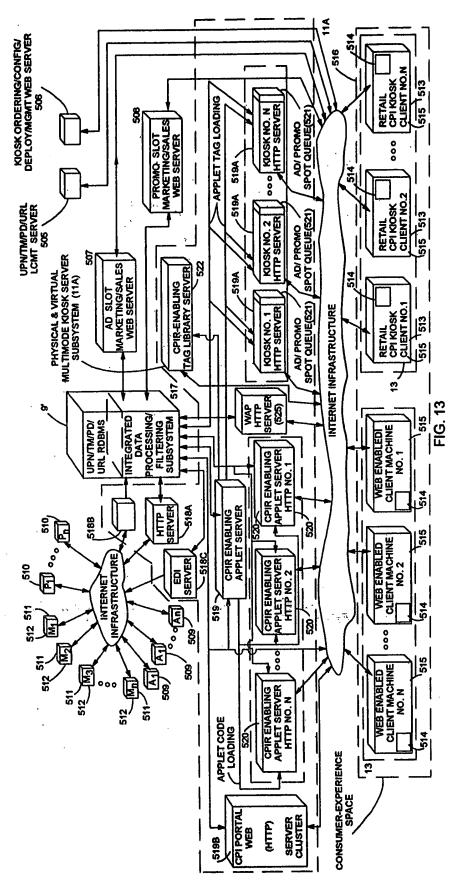


FIG. 10A2







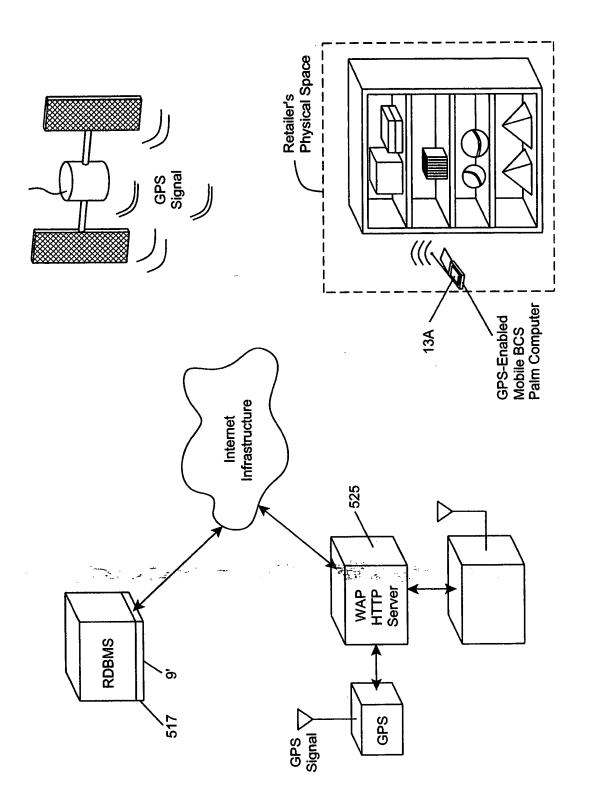


FIG. 14

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Date of or o Namber 7 toooding	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW Number of Licenses Granted	Alpha 20 Alpha 20	Enterable; Modifiable Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number UPN/URL Mgmt. SW Acct. Rep	Alpha 20 Alpha 20	Enterable; Modifiable Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

_			
	Assigned UPN	Alpha 20	Enterable; Modifiable
	URL for Product Description	Alpha 20	Enterable; Modifiable
	URL for Product Instructions	Alpha 20	Enterable; Modifiable
	URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
	URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
	URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
	URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
	URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
	URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
	URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
	URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
	URL for 1st Product Review	Alpha 20	Enterable; Modifiable
	URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
	URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
	URL for 4th Product Review	Alpha 20	Enterable; Modifiable
	URL for 5th Product Review	Alpha 20	Enterable; Modifiable
	URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
	URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
	URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
	URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
	URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
	URL for Mfgr. Service Request	Alpha 20	Enterable; Modifiable
	URL for Product Returns to Mfgr.	Alpha 20	Enterable; Modifiable
	URL for Product News	Alpha 20	Enterable; Modifiable
İ	URL for Company News	Alpha 20	Enterable; Modifiable
	URL for FAQs about Product	Alpha 20	Enterable; Modifiable
	URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
	URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
	URL for Mfgr. Promotion # 1	Alpha 20	Enterable; Modifiable
	URL for Mfgr. Promotion # 2	Alpha 20	Enterable; Modifiable
	URL for Mfgr. Promotion # 3	Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 1	Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 2	Alpha 20	Enterable; Modifiable
~ F E		Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 4	Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 5	Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 6	Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 7	Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 8	Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 9	Alpha 20	Enterable; Modifiable
	URL for Retailer Promotion # 10	Alpha 20	Enterable; Modifiable
			l

٦	URL for Direct Mfgr. Purchase	Alpha 20	Enterable; Modifiable
	URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
١	URL for Product Wholesaler # 1	Alpha 20	Enterable; Modifiable
	URL for Product Wholesaler # 2	Alpha 20	Enterable; Modifiable
	URL for Product Wholesaler # 3	Alpha 20	Enterable; Modifiable
	URL for Product Wholesaler # 4	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 1	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 2	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 3	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 4	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 5	Alpha 20	Enterable; Modifiable
- 1	URL for Product Retailer # 6	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 7	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 8	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 9	Alpha 20	Enterable; Modifiable
1	URL for Product Retailer # 10	Alpha 20	Enterable; Modifiable
١	URL for Product Retailer # 11	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 12	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 13	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 14	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 15	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 16	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 17	Alpha 20	Enterable; Modifiable
	URL for Product Retailer # 18	Alpha 20	Enterable; Modifiable
1	URL for Product Retailer # 19	Alpha 20	Enterable; Modifiable
Į	URL for Product Retailer # 20	Alpha 20	Enterable; Modifiable
1	URL for Complimentary Product 1	Alpha 20	Enterable; Modifiable
	URL for Complimentary Product 2	Alpha 20	Enterable; Modifiable
Ì	URL for Complimentary Product 3	Alpha 20	Enterable; Modifiable
	URL for Complimentary Product 4	Alpha 20	Enterable; Modifiable
	URL for Complimentary Product 5	Alpha 20	Enterable; Modifiable
	URL for Special Product Notices	Alpha 20	Enterable; Modifiable
	URL for Product Uses	Alpha 20	Enterable; Modifiable
٠ <u>٠</u>	URL for Product Recreations	Alpha 20	Enterable; Modifiable
۱	URL for Mfgr. Affiliate # 1	Alpha 20	Enterable; Modifiable
ļ	URL for Mfgr. Affiliate # 2	Alpha 20	Enterable; Modifiable
	URL for Mfgr. Affiliate # 3	Alpha 20	Enterable; Modifiable
	URL for Mfgr. Affiliate # 4	Alpha 20	Enterable; Modifiable
1	URL for Mfgr. Affiliate # 5	Alpha 20	Enterable; Modifiable
ļ	URL for Product Updates	Alpha 20	Enterable; Modifiable
	URL for Software Downloads	Alpha 20	Enterable; Modifiable
	URL for MfgrSponsored Auctions	Alpha 20	Enterable; Modifiable
	URL for RtlrSponsored Auctions	Alpha 20	Enterable; Modifiable
	URL for Mfgr. Suggested Rtl. Price	Alpha 20	Enterable; Modifiable
	Date of Record Update	Alpha 20	Enterable; Modifiable
			· · · · · · · · · · · · · · · · · · ·

Structure: Retailer			
Company Name	Alpha 20	Enterable; Modifiable	
Street Address	Alpha 20	Enterable; Modifiable	
City	Alpha 20	Enterable; Modifiable	
State	Alpha 20	Enterable; Modifiable	
Postal Code	Alpha 20	Enterable; Modifiable	
Country	Alpha 20	Enterable; Modifiable	
Retailer ID No.	Alpha 20	Enterable; Modifiable	
Contact Person	Alpha 20	Enterable; Modifiable	
Phone Number	Alpha 20	Enterable; Modifiable	
E-Mail Address	Alpha 20	Enterable; Modifiable	
Fax Number	Alpha 20	Enterable; Modifiable	
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable	
Purchasing Director Identity	Alpha 20	Enterable; Modifiable	
Purchasing Director Phone	Alpha 20	Enterable; Modifiable	
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable	
UPC Catalog Provider	Alpha 20	Enterable; Modifiable	
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable	
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable	
UPC Calalog Provider E-Mail	Alpha 20	Enterable; Modifiable	
EDI B2B Enabler	Alpha 20	Enterable; Modifiable	
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable	
EDI B2B Enabler Phone	Alpha 20	Enterable; Modifiable	
EDI B2B Enabler E-Mail	Alpha 20	Enterable; Modifiable	
EDI Vender	Alpha 20	Enterable; Modifiable	
EDI Vender Contact Identity	Alpha 20	Enterable; Modifiable	
EDI Vender Phone	Alpha 20	Enterable; Modifiable	
EDI Vender E-mail	Alpha 20	Enterable; Modifiable	
Marketing Manager	Alpha 20	Enterable, Modifiable	
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation			
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable	
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable	
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

FIG. 15F

Structure: Mfgr./Retailer Relationships			
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable	
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable	
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable	
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable	
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable	
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable	
Retailer # 6 ID No.	Alpha 20	Enterable: Modifiable	
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable	
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable	
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable	
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable	
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

FIG. 15G

Structure: Consumer			
Consumer Name	Alpha 20	Enterable; Modifiable	
Consumer ID No.	Alpha 20	Enterable; Modifiable	
E-Mail Address	Alpha 20	Enterable; Modifiable	
Street Address	Alpha 20	Enterable; Modifiable	
City	Alpha 20	Enterable; Modifiable	
State	Alpha 20	Enterable; Modifiable	
Postal Code	Alpha 20	Enterable: Modifiable	
Phone Number	Alpha 20	Enterable; Modifiable	
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable	
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable	
Consumer Index 1	Alpha 20	Enterable; Modifiable	
Consumer Index 2	Alpha 20	Enterable; Modifiable	
Consumer Index 3	Alpha 20	Enterable; Modifiable	
Consumer Index 4	Alpha 20	Enterable; Modifiable	
Consumer Index 5	Alpha 20	Enterable; Modifiable	
Consumer Index 6	Alpha 20	Enterable; Modifiable	
Consumer Index 7	Alpha 20	Enterable; Modifiable	
Consumer Index 8	Alpha 20	Enterable; Modifiable	
Consumer Index 9	Alpha 20	Enterable; Modifiable	
Credit Card Nos.	Alpha 20	Enterable; Modifiable	

FIG. 15H

Structure: Advertiser				
Advertiser Name Alpha 20 Enterable; Modifiable				
Street Address	Alpha 20	Enterable; Modifiable		
City	Alpha 20	Enterable; Modifiable		
State	Alpha 20	Enterable; Modifiable		
Postal Code	Alpha 20	Enterable; Modifiable		
Contact Person	Alpha 20	•		
Phone Number	Alpha 20	Enterable; Modifiable		
E-Mail Address	Alpha 20	Enterable; Modifiable		
Fax Number		Enterable; Modifiable		
Advertiser ID No.	Alpha 20	Enterable; Modifiable		
Advertiser ID No. Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable		
Ad Agent for Migr. # 1 Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable		
Ad Agent for Migr. # 2 Ad Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable		
Ad Agent for Migr. # 3 Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable		
Ad Agent for Migr. # 4 Ad Agent for Mfgr. # 5	Alpha 20 Alpha 20	Enterable; Modifiable		
Ad Agent for Migr. # 6		Enterable; Modifiable		
Ad Agent for Migr. # 7	Alpha 20 Alpha 20	Enterable; Modifiable		
Ad Agent for Migr. # 7 Ad Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable Enterable; Modifiable		
Ad Agent for Migr. # 9	Alpha 20	Enterable; Modifiable		
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable		
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable		
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable		
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable		
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable		
Advertiser Network Password	Alpha 20	Enterable; Modifiable		
Date of Record Update	Alpha 20	Enterable; Modifiable		

Structure: Promoter			
Promoter Name	Alpha 20	Enterable; Modifiable	
Street Address	Alpha 20	Enterable; Modifiable	
City	Alpha 20	Enterable; Modifiable	
State	Alpha 20	Enterable; Modifiable	
Postal Code	Alpha 20	Enterable; Modifiable	
Contact Person	Alpha 20	Enterable; Modifiable	
Phone Number	Alpha 20	Enterable; Modifiable	
E-Mail Address	Alpha 20	Enterable; Modifiable	
Fax Number	Alpha 20	Enterable; Modifiable	
Promoter ID No.	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable	
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable	
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. #9	Alpha 20	Enterable; Modifiable	
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable	
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable	
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable	
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable	
Promoter Network Password	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

Structure: Physical Kiosk			
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable	
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable	
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable	
Assigned Static IP Address	Alpha 20	Enterable; Modifiable	
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable	
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable	
CPI Request Service Status	Alpha 20	Enterable; Modifiable	
Ad Display Service Status	Alpha 20	Enterable; Modifiable	
Promotion Service Status	Alpha 20	Enterable; Modifiable	
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable	
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable	
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable	
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable	
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable	
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable	
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable	
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable	
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable	
Promo Service GUI Type	Alpha 20	Enterable; Modifiable	
Date of Record Update			

FIG. 15K

Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Catagory/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 150

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable: Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable, Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk			
UPN of Advertised Product	Alpha 20	Enterable; Modifiable	
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable	
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable	
Advertiser Placing Order	Alpha 20	Enterable; Modifiable	
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable	
Advertiser ID No.	Alpha 20	Enterable; Modifiable	
Cost of Ad Spot	Alpha 20	Enterable; Modifiable	
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable	
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable	
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable	
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable	
File Format of Advertisement	Alpha 20	Enterable; Modifiable	
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable	
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable	
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable	
Ad Spot Cost	Alpha 20	Enterable; Modifiable	
Date of Ad Payment	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable: Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk			
Ottoctare. I Tomo Spot Order-Physical Riosk			
UPN of Promoted Product	Alpha 20	Enterable; Modifiable	
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable	
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable	
Promoter Placing Order	Alpha 20	Enterable; Modifiable	
Date of Promo Campaign	Alpha 20	Enterable; Modifiable	
Promoter ID No.	Alpha 20	Enterable; Modifiable	
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable	
Promotional Message In DF2	Alpha 20	Enterable; Modifiable	
Promotional Message In DF3	Alpha-20_	Enterable; Modifiable	
Promotional Message In DF4	Alpha 20	Enterable; Modifiable	
Promotional Message In DF5	Alpha 20	Enterable; Modifiable	
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable	
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable	
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable	
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable	
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable	
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable	
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable	
Cost of Promo Spot	Alpha 20	Enterable; Modifiable	
Promo Spot Payment	Alpha 20	Enterable; Modifiable	
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No. Type of CPIR-Enabling Applet URL of CPIR-Enabling Applet BC Virtual Kiosk ID No. Virtual Kiosk Server Log Date of Record Update	Alpha 20 Alpha 20 Alpha 20	Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable

Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable: Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable: Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manfacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z

Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Medifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Aipha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20.	_ Enterable; Modifiable

FIG. 15CC

Virtual Kiosk ID No. Date of Ad Campaign Virtual Kiosk Ad Spot ID No. 1 Virtual Kiosk Ad Spot ID No. 2 Virtual Kiosk Ad Spot ID No. 3 Virtual Kiosk Ad Spot ID No. 3 Virtual Kiosk Ad Spot ID No. 4 Virtual Kiosk Ad Spot ID No. 5 Virtual Kiosk Ad Spot ID No. 5 Virtual Kiosk Ad Spot ID No. 6 Virtual Kiosk Ad Spot ID No. 7 Virtual Kiosk Ad Spot ID No. 7 Virtual Kiosk Ad Spot ID No. 8 Virtual Kiosk Ad Spot ID No. 8 Virtual Kiosk Ad Spot ID No. 9 Virtual Kiosk Ad Spot ID No. 9 Virtual Kiosk Ad Spot ID No. 9 Virtual Kiosk Ad Spot ID No. 10 Total Ad Spots Ordered On Kiosk Alpha 20 Enterable; Modifiable Enterable; Modifi	Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk Ad Spot ID No. 6 Virtual Kiosk Ad Spot ID No. 7 Virtual Kiosk Ad Spot ID No. 8 Virtual Kiosk Ad Spot ID No. 8 Virtual Kiosk Ad Spot ID No. 9 Virtual Kiosk Ad Spot ID No. 10 Total Ad Spots Ordered On Kiosk Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Enterable; Modifiable	Virtual Kiosk ID No. Date of Ad Campaign Virtual Kiosk Ad Spot ID No. 1 Virtual Kiosk Ad Spot ID No. 2 Virtual Kiosk Ad Spot ID No. 3 Virtual Kiosk Ad Spot ID No. 4	Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20	Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable
Date of Record Update Alpha 20 Enterable: Modifiable	Virtual Kiosk Ad Spot ID No. 6 Virtual Kiosk Ad Spot ID No. 7 Virtual Kiosk Ad Spot ID No. 8 Virtual Kiosk Ad Spot ID No. 9 Virtual Kiosk Ad Spot ID No. 10 Total Ad Spots Ordered On Kiosk	Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20	Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

The state of the s		
Structure: Promo C	Credit- Virtual Ki	osk
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 1511

FIG. 15JJ

FIG. 15KK

Structure: Mfgr. Rights			
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. #3	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. #8	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 9	Alpha 20	Enterable; Modifiable	
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable, Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. #8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
 - Manufacturer Customization Options:
 - Default CPI Categories For Linked URL,
 - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents

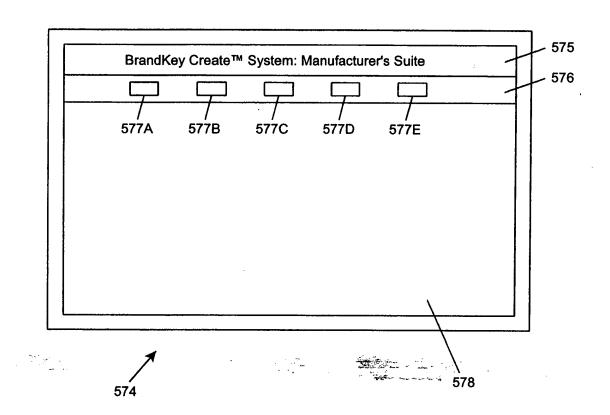
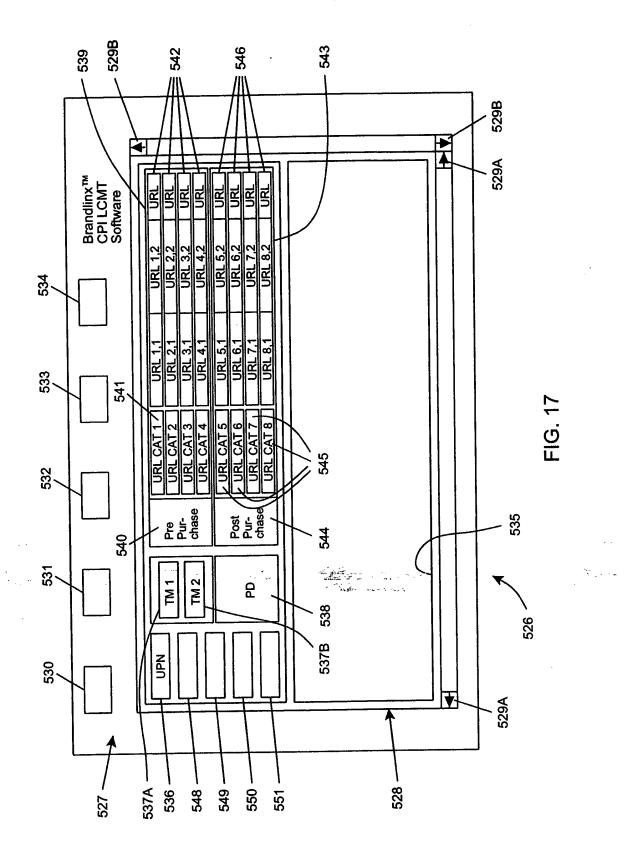
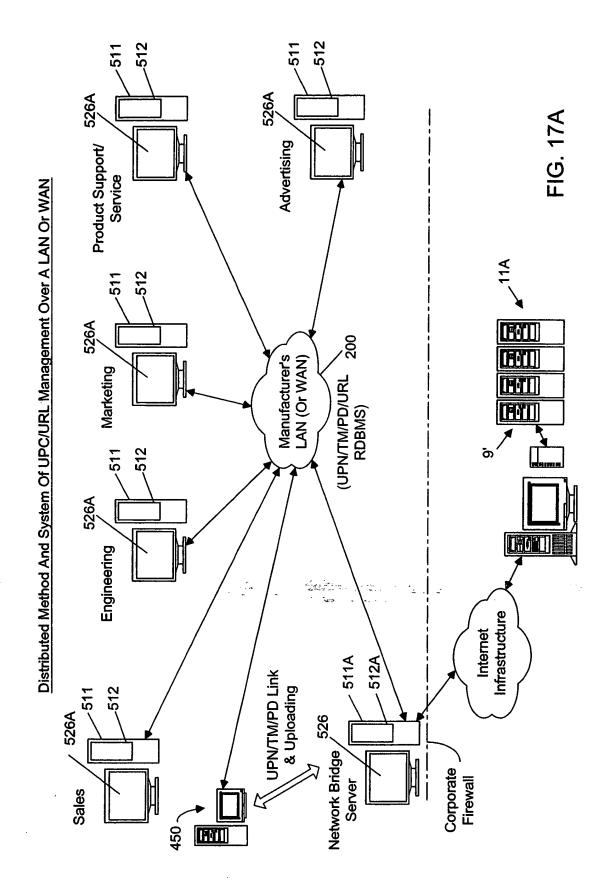
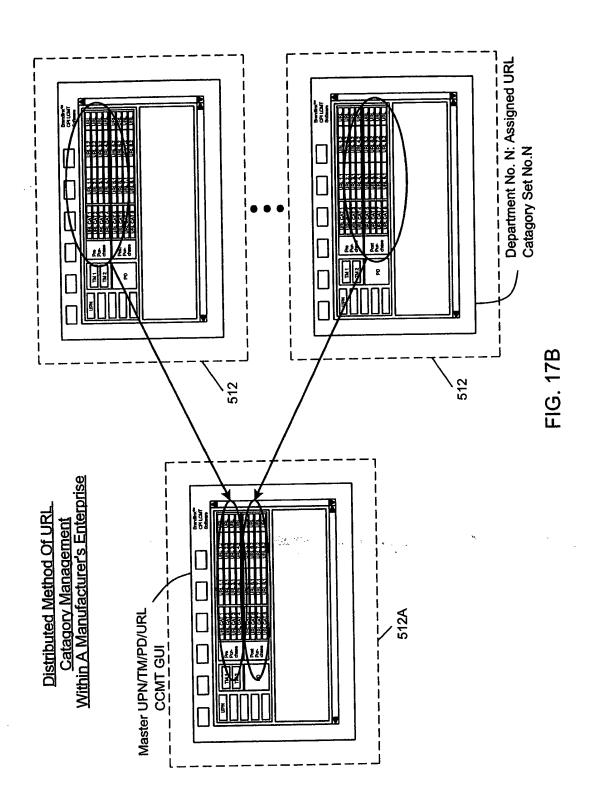
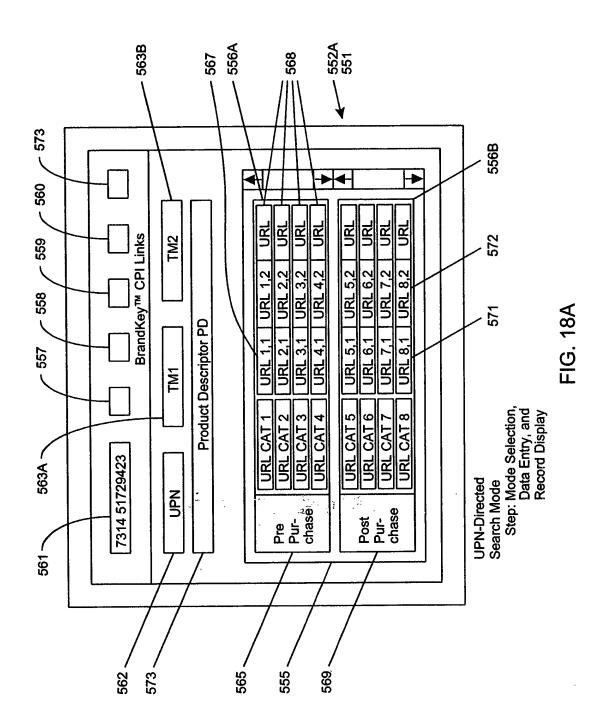


FIG. 16A

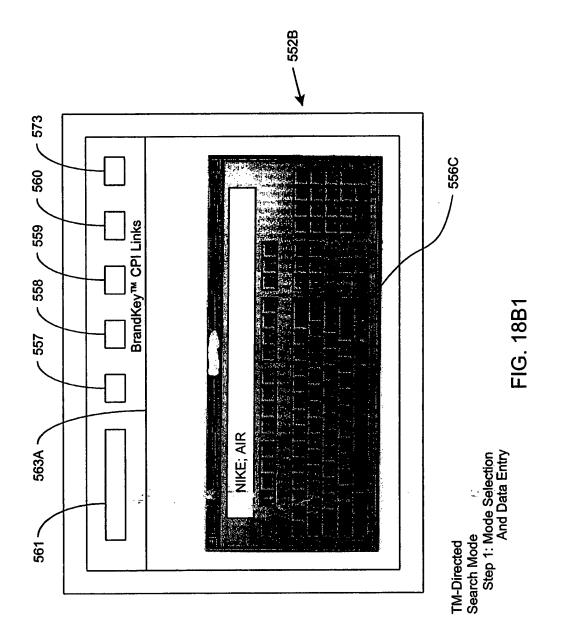








14 F.



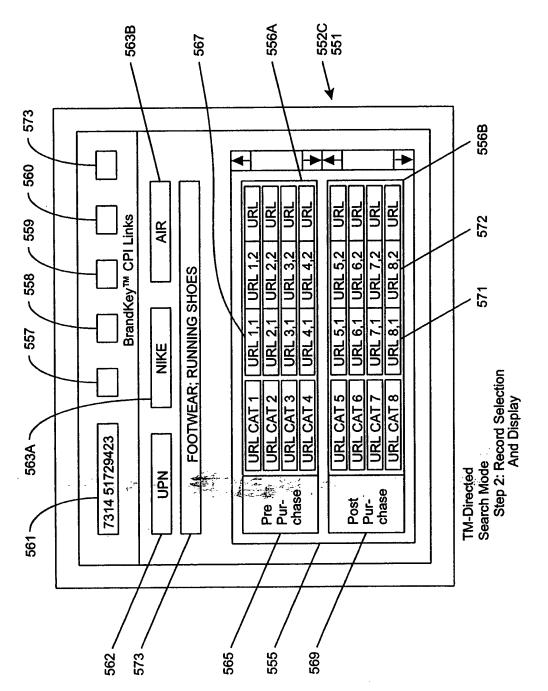
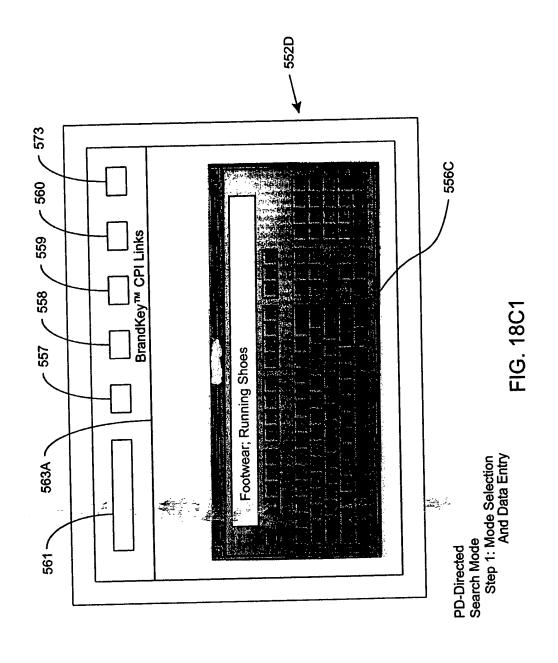


FIG. 18B2



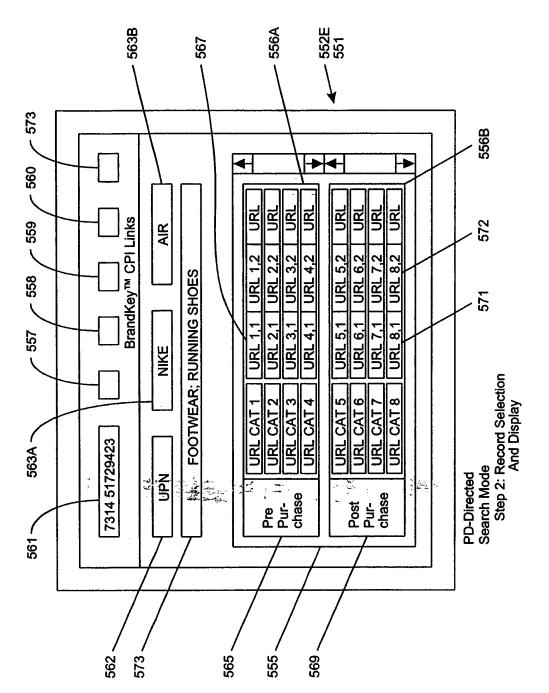


FIG. 18C2

1431-1046

Modes Of Information Service In The CPI Kiosk Configuration, Deployment, Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

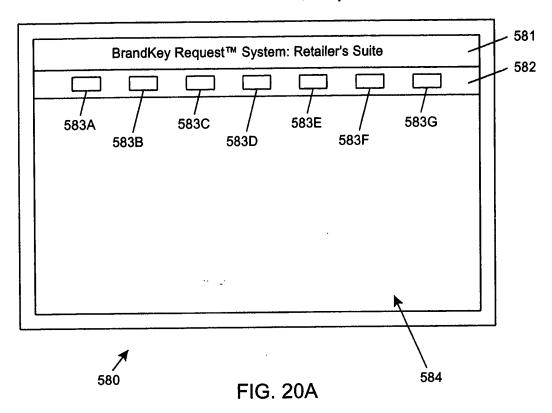
- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
 - Specify Location Of Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed CPI Kiosk
 - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

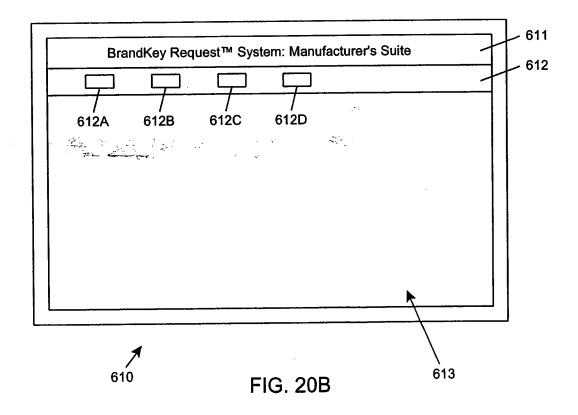
Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed In Retailer E-Stores
 - Physical CPI Kiosks Deployed In Retailer P-Stores
 - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
- Log-In By Manufacturer
 Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
 - Specify Domain Of Virtual Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
 - Selection And Customize Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents





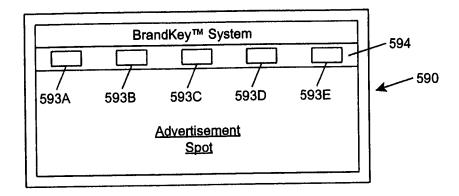


FIG. 21A

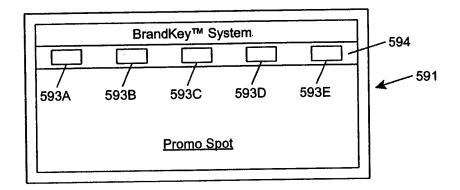


FIG. 21B

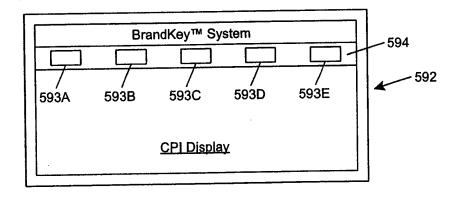


FIG. 21C

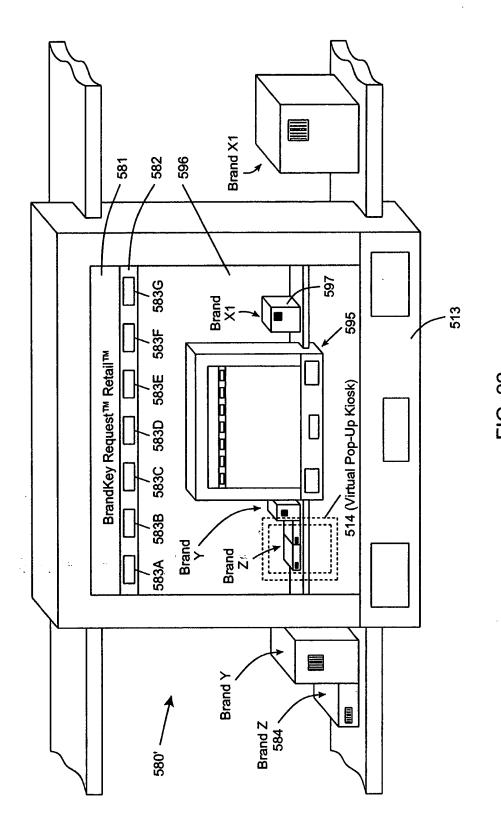
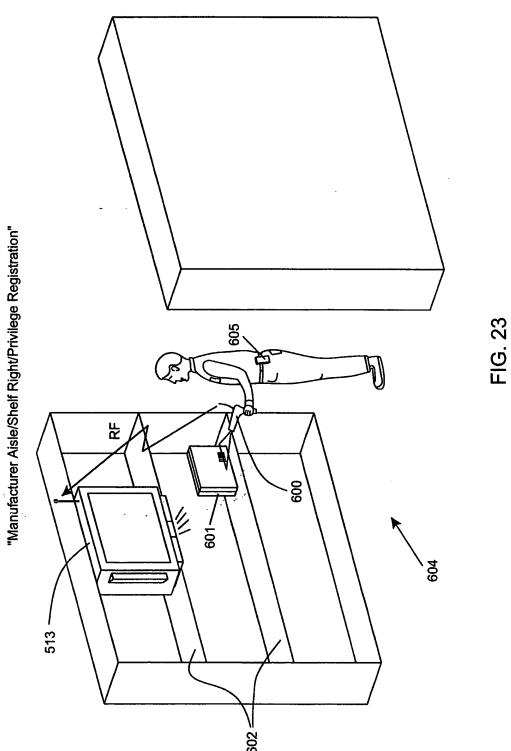


FIG. 22



Induce CPI Kiosk Into Its "Manufacturer's Aisle/Shelf Rights/
Privileges" Registration Mode

Read The UPC Symbol On Each Product In The Aisle/Shelf In
Which The Kiosk Is Installed So As To Register The Product And/Or
Manufacturer Thereof As Having Aisle/Shelf Rights/Privileges With
Respect To-Displaying Ads And/Or Promotions On The Kiosk

FIG. 24A

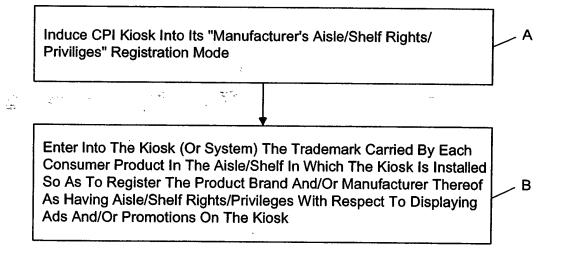


FIG. 24B

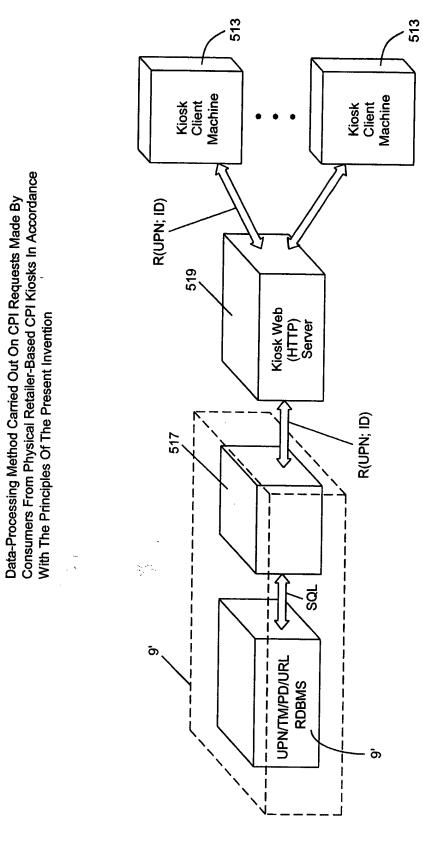


FIG. 25

Data Filtering On CPI Requests Made From Physical Kiosks Deployed In A Retailers Store

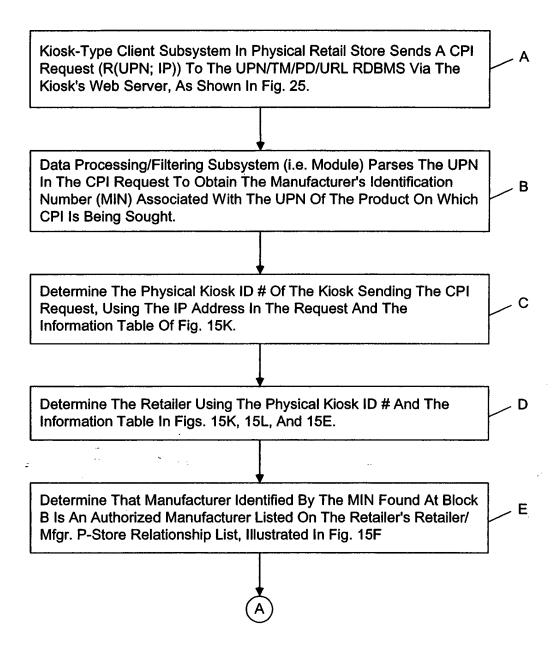


FIG. 26A

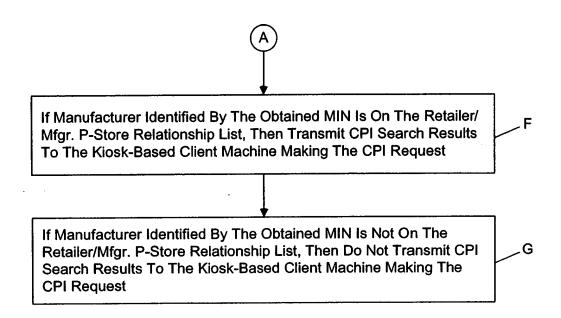


FIG. 26B

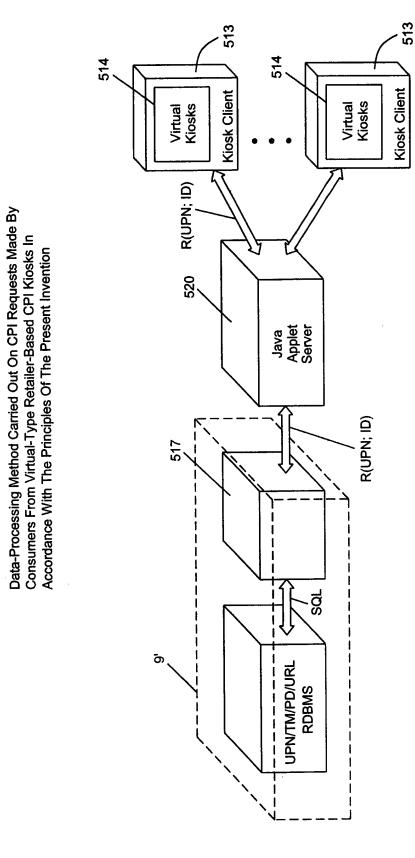
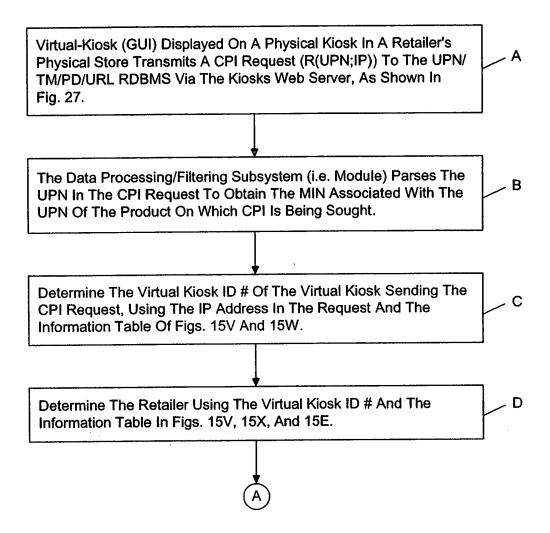


FIG. 27

Data Filtering On CPI Requests Made From Virtual (Applet-Enabled) Kiosks Deployed At An E-Tailers WWW Site Or E-Store



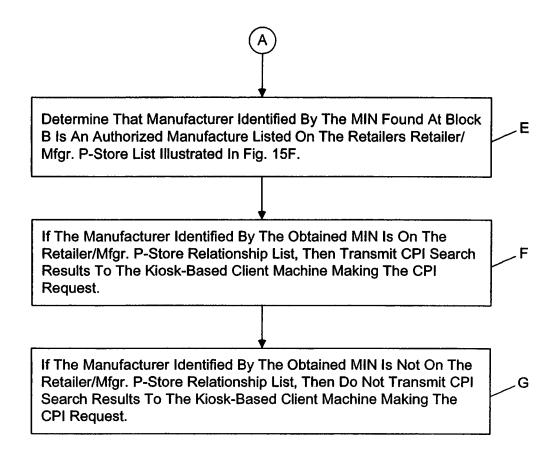


FIG. 28B

Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

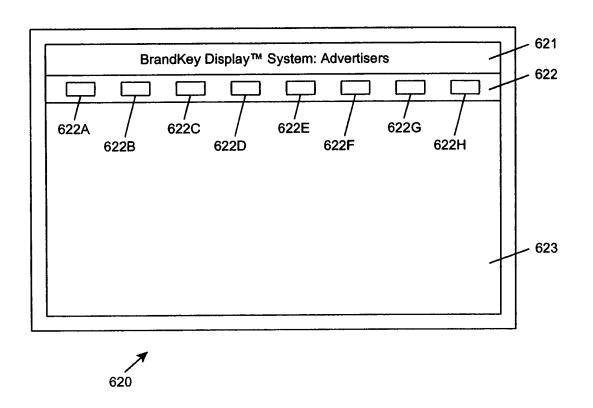


FIG. 30

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

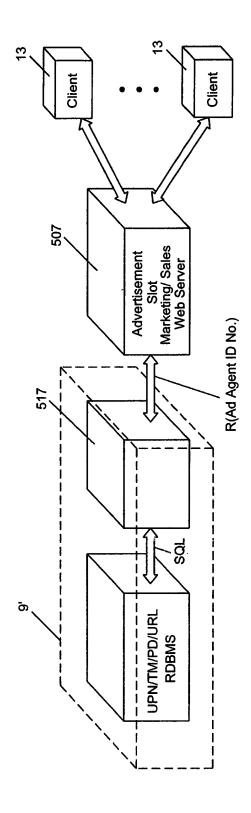
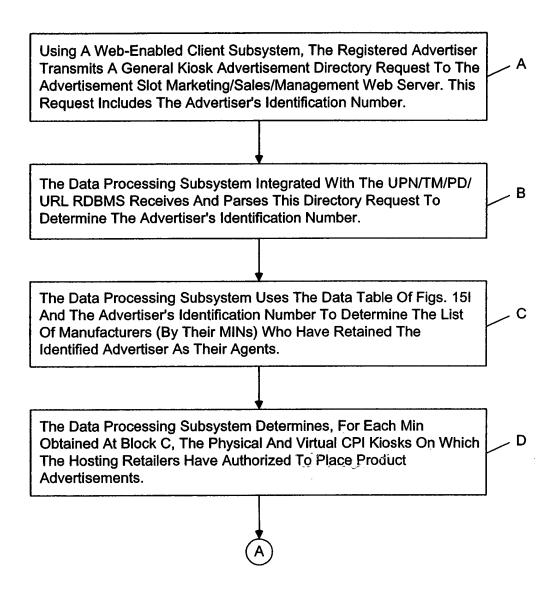


FIG. 31

Data Processing Method For Generating A General Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders For
Execution And Display





The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS To Determine Those Physical And Virtual CPI Kiosks On Which The Advertiser May Order Advertisements About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser.

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FIG. 32B

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

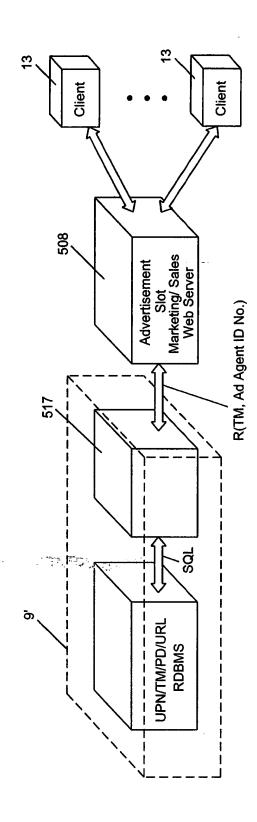


FIG. 33

Data Processing Method For Generating A Brand Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders
For Execution And Display

Using A Web-Enabled Client Subsystem, The Registered Advertiser Transmits A Brand Kiosk Advertisement Directory Request To The Advertisement Slot Marketing/Sales/Management Web Server. This Request Includes The (I) The Trademark(s)-Brand Name(s)-Of Products To Be Covered In The Kiosk Advertising Directory And (II) The Advertiser's Identification Number. The Data Processing Subsystem Integrated With The UPN/TM/PD/ URL RDBMS Receives And Parses This Directory Request To В Determine The Trademark(s) Of Products To Be Covered In The Kiosk Advertising Directory And Also The Advertiser's Identification Number. The Data Processing Subsystem Uses The Data Tables In The UPN/TM/PD/URL RDBMS And The Advertisers Identification Number To Which Consumer Products Carry Such Trademarks (i.e. Brand Names) And Also The UPNs And MINs Of The Manufacturers Of Such Trademarked (i.e. Branded) Products



The Data Processing Subsystem Uses The MINs Determined At Block C To Determine The List Of Physical And Virtual CPI Kiosks In Which Manufacturers Identified By Said MINs Having Aisle/Shelf Rights/Privileges To Display Product Advertisements

D

The Data Processing Subsystem Uses The List Of CPI Kiosks Ascertained At Block D To Compile The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser

Ε

Modes of Information Service in the Consumer Product Promotion Marketing, Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

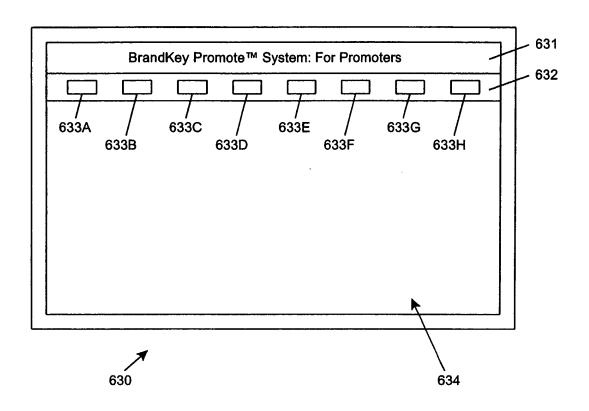


FIG. 36

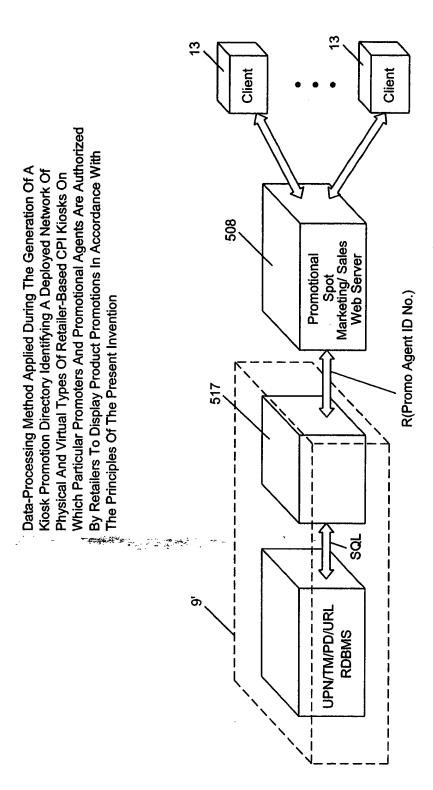
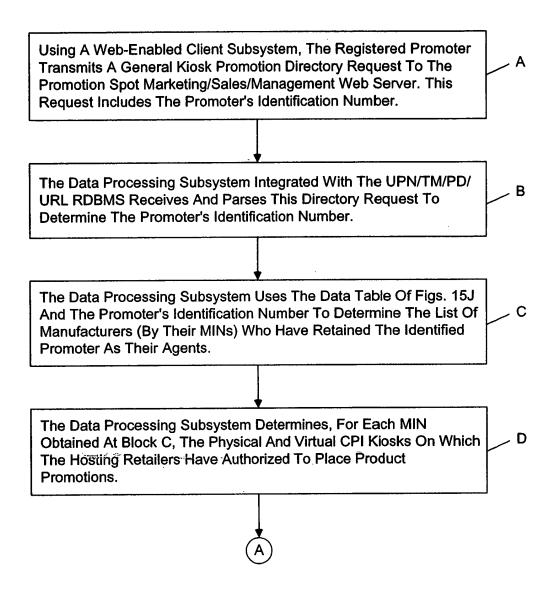


FIG. 37

Data Processing Method For Generating A General Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promo Spot Orders
For Execution And Display





The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS (9') To Determine Those Physical And Virtual CPI Kiosks On Which The Promoter May Place Promotions About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Promotion Directory For Transmission To The Requesting Advertiser.

Ę

FIG. 38B

Regarding A Particular Brand Of UPN-Indexed Consumer Product Which A Particular Promoter Or Promotional Agent Is Authorized Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On In Accordance With The Principles Of The Present Invention ; By Kiosk-Hosting Retailers To Display Product Promotions

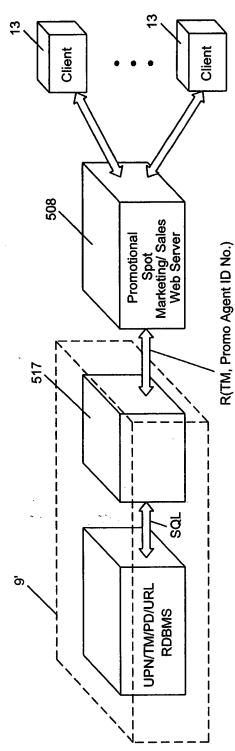
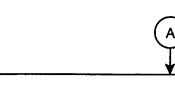


FIG. 39

Data Processing Method For Generating A Brand Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promotion Spot Orders For
Execution And Display

Using A Web-Enabled Client Subsystem, The Registered Promoter Transmits A Brand Kiosk Promotion Directory Request To The Promotion Spot Marketing/ Sales Management Web (HTTP) Server. As Indicated In Fig. 39, This Request Includes (I) The Trademark(s)-Brand Names Of Products To Be Covered In The Kiosk Promotion Directory, And (II) The Promoter's Identification Numbers. The Data Processing Subsystem Integrated With The UPN/TM/PD/ URL RDBMS Receives And Parses This Directory Request To В Determine The Trademark(s) Of Products To Be Covered In The Kiosk Promotion Directory, And Also The Promotion Identification Number. The Data Processing Subsystem Uses The Data Tables In The UPN/TM/PD/URL RDBMS And The Promotion Identification Number To Which Consumer Products Carry Such Trademarks (i.e. Brand Names) And Also The UPNs And MINs Of The Manufactures Of Such Trademarked (i.e. Branded) Products. The Data Processing Subsystem Uses The MINs Determined At Block C To Determine The List Of Physical And Virtual CPI Kiosks D In Which Manufacturers Identified By Said MINs Having Aisle/Shelf Rights/Privileges To Display Product Promotions.

/E



The data processing subsystem uses the list of physical and virtual CPI kiosks ascertained at block D to compile the generalized kiosk promotion directory for transmission to the requesting promoter.

FIG. 40B

Physical Multi-Mode (CPI) Kiosk

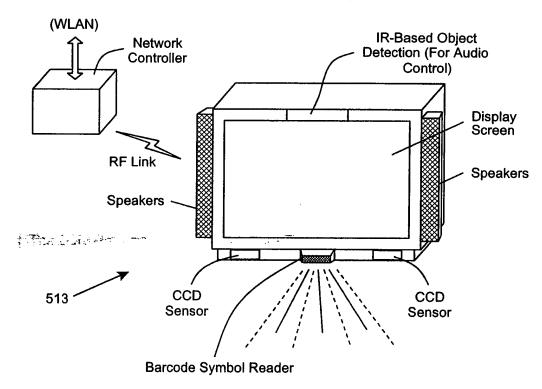


FIG. 41

the Cate.

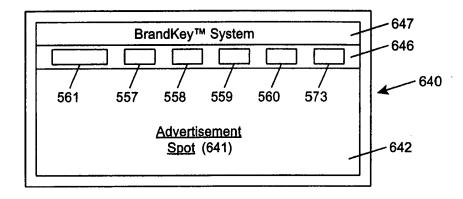


FIG. 42A

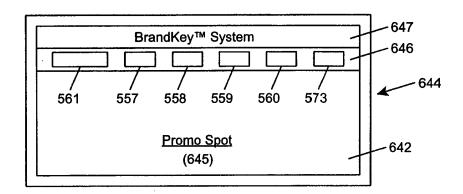


FIG. 42B

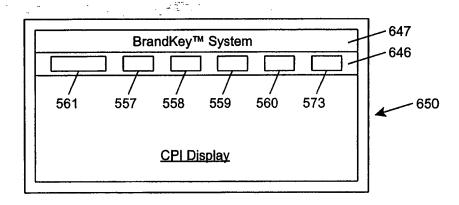
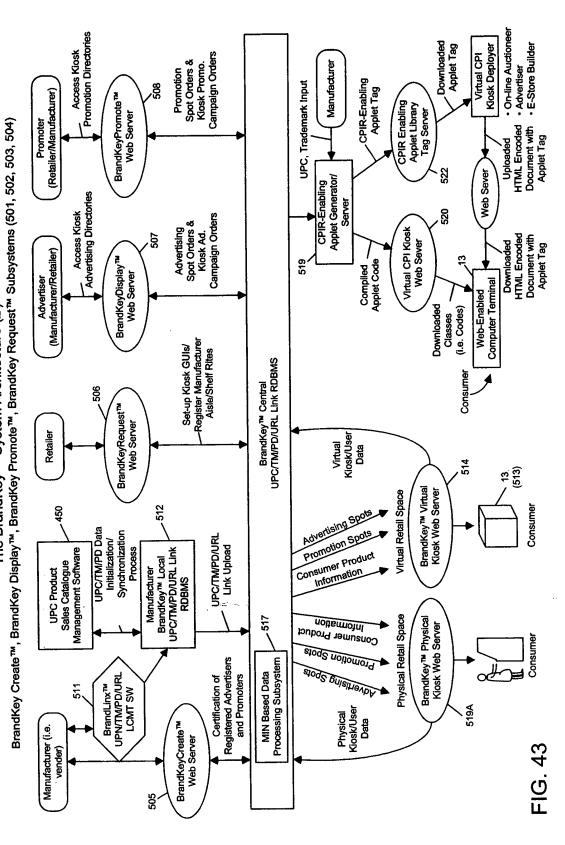


FIG. 42C



The BrandKey™ System Architecture (2')

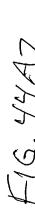
Brandkey systems/

T

© 2003 Brandkey Systems Corporation

Version 4.3

F16 4441



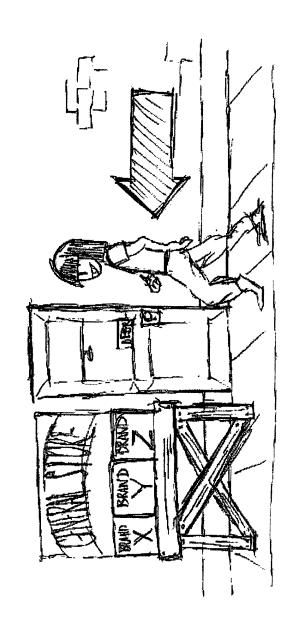


က

Bland Marketing Communications Environment The Differentia in Today's & Commerce

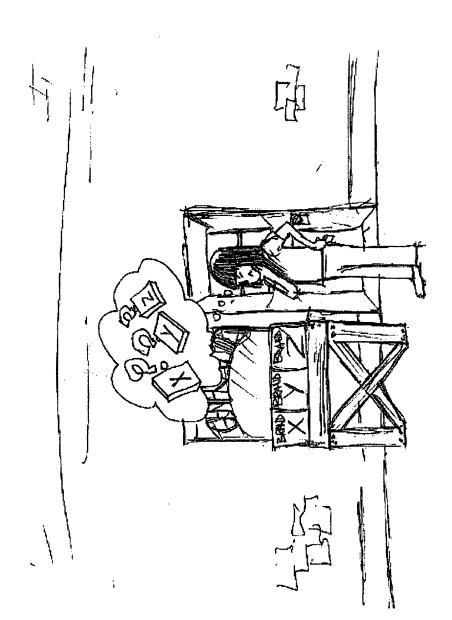
4

Every day, consumers search for products and services that will satisfy their needs and desires.



F1G, 4481

F19.44BZ



During the search, they are confronted with decisions about which brand of a products or services they should purchase.

F1G. 44C1

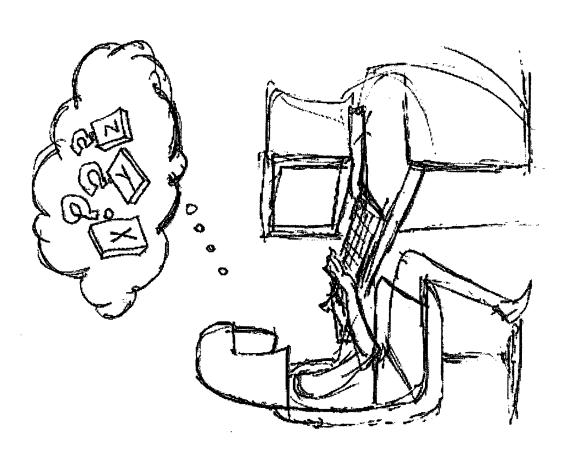
Although shopping online eliminates the need for people to travel from store to store, the Internet hasn't mad buying decisions any easier for th consumer.

)

If anything, it is harder for consumers who don't already know which brand they want to purchase.

One reason is that online, products are not physically available to consumers to experience

Thus creates an increased demand for brand-related information prior to purchase decisions.



eCommerce sites typically bombard brand of a product or service they consumers with every possible can purchase.

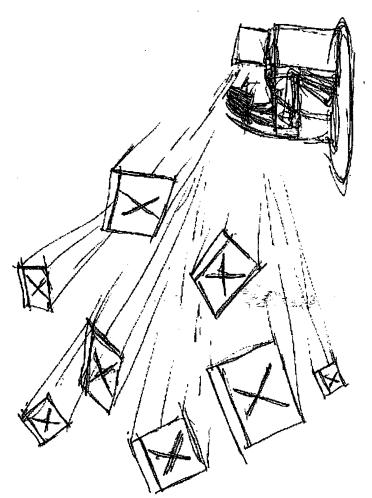
(insert screen shot of eCommerce site crowded with brands)

brand building information i not decide which brand to buy, u ful information that will help them sift through all of this information and But when consumers search for available.

F1G, 44C2

Brand building information intended to inform and entice the consumer is often scattered throughout the World Wide Web.

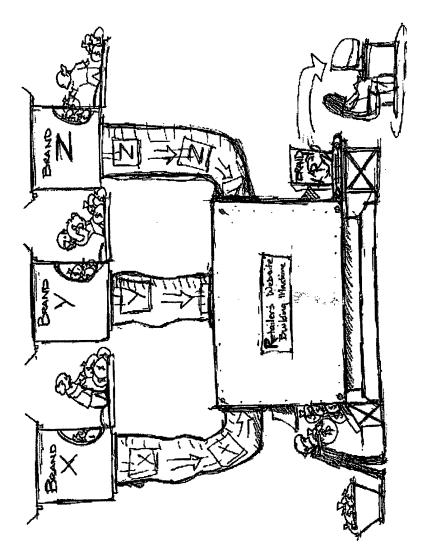
}

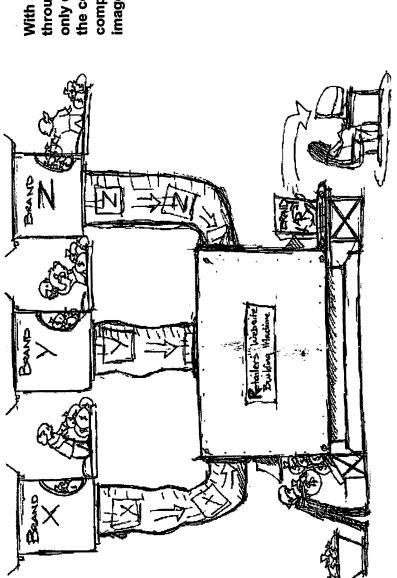


F19.44C3

Consumers typically shop for Brands through eCommerce sites rather than directly from the Vendor. These sites usually decide the arrangement and placement of brand information a consumer will encounter on the site.

At best, the consumer gets only product features -- a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.

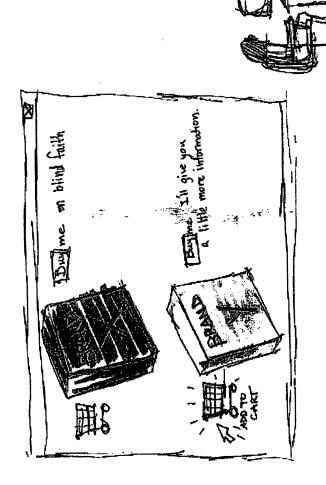




With so many brands being funn led through one site in this limited way, not only do brands begin to blur tog ther in the consumer's mind, but th brands compete with the e-tailer's own brand image as well.

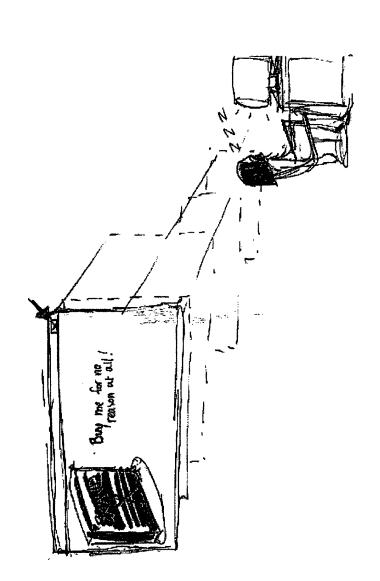
F16,4403

When the consumer is trying to make a buying decision, Information is unavailable at strategic places such as the valuable brand building Checkout Process.



F16.44 DH

Too often, this lack of valuable brand building information leads to abandoned shopping carts while consumers wander the Internet search for the decision-making brand information.



Consumers may even find a brand's own Website difficult to navigate when they need to quickly locate promotional and other desired information.

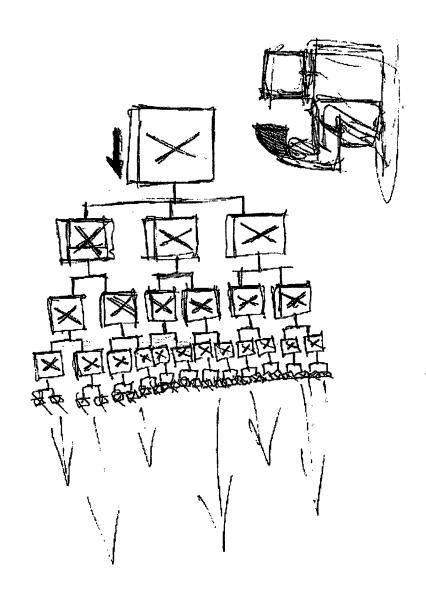
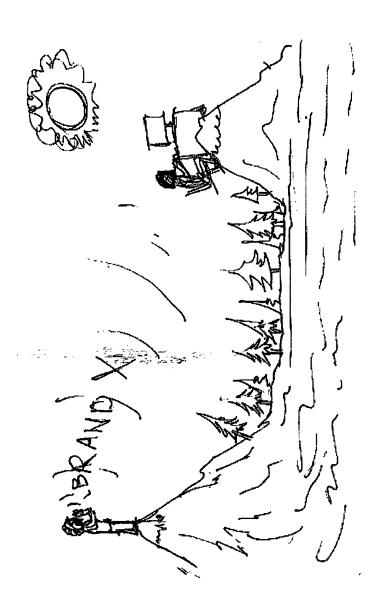


FIG 44 EI

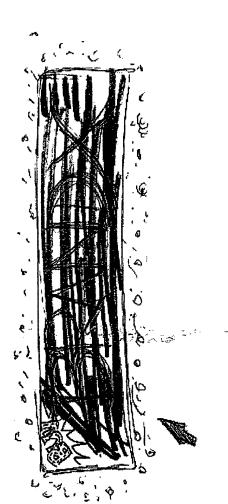
The current methods which brand managers use to communicate brand building information on the Web are also not reaching the consumer.

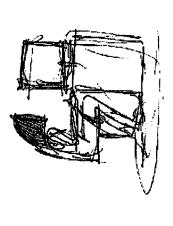


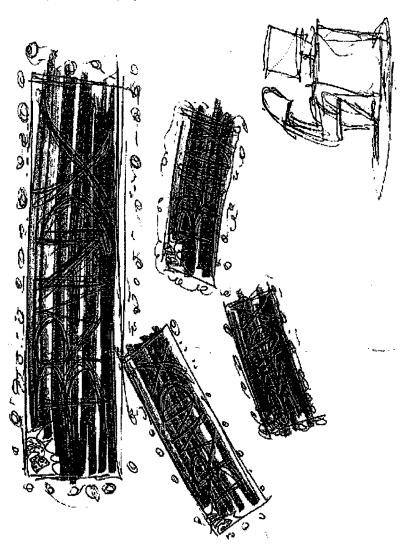
F/G 44E2

Brand managers currently use banner and pop-up ads and promos. These rarely succeed in building accurate brand images in the minds of consumers . . .

j

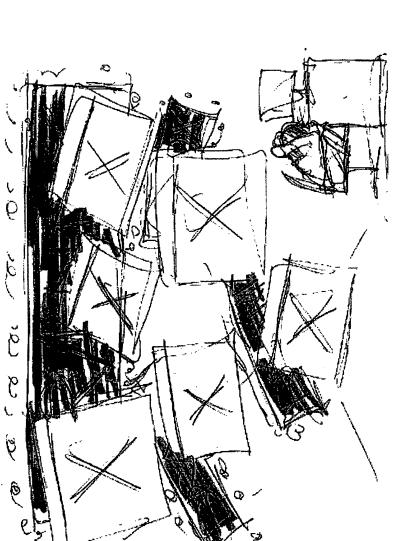




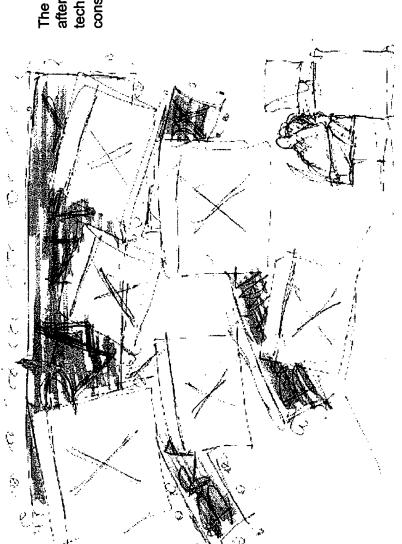


Brand managers currently favor banner and pop-up ads and promos. These ads rarely succeed in building accurate brand image in the minds of consumers, or foster purchase intent...

FIG. 44E4



...because they creat a warlike atmosphere on the consumer's desktop with Brand Managers and Advertising and Promotional Agents all battling for the consumer's attention and valuable screen space.



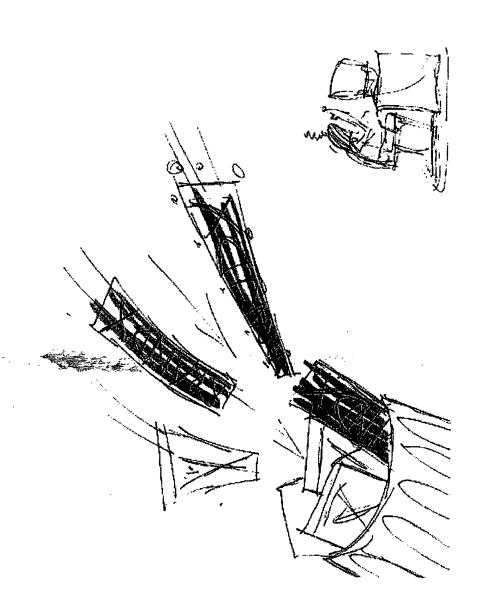
The battle has intensified recently after ads and promos began using technology that makes it harder for consumer to turn them off.

F19.44E6

These online ads and promos have alienated consumers from the brands they represent, and from the entire Internet experience.

}

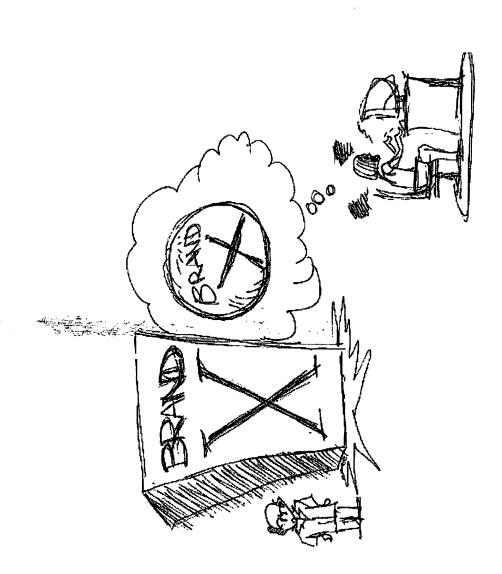
(Stats/ study referenced here)



20

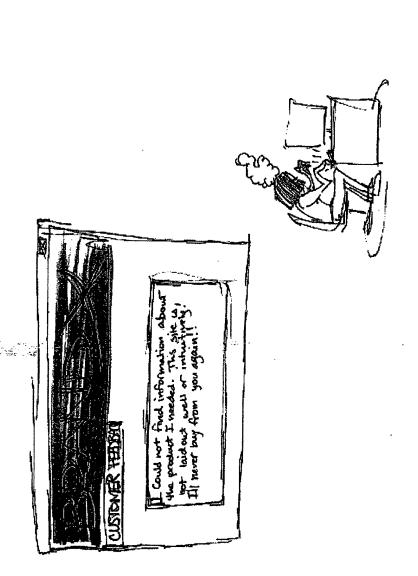
Ultimately, consumers fail to form the brand image intended by the brand management team.

Sometimes, consumers may even form radically different impressions of the brand in their minds.



P16.44E7

F16. 44F1



And when a brand's image deteriorates in the mind of the consumer, it can lead to reduced levels of customer patronage and retention and have consequences throughout the supply chain.

)

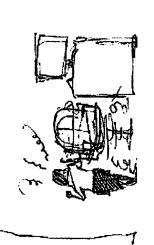
Premium prices cannot be charged for brands that do not create strong consumer value.

BRANDX PACING PATING

> BRANDX CURRENCE Schisfischies

100%

BRANDX ANNIAL REDGE



800

8 B

223

F19, 44F2

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FIGHTES

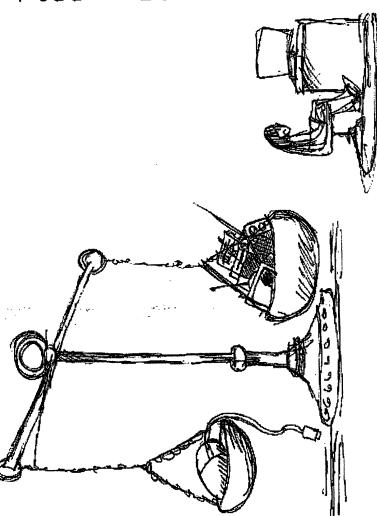
Distribution and trading partners are less likely to promote brands which have weakened in the

marketplace.

The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

j

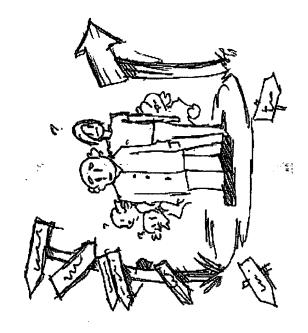
... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and thus their businesses.



F16,44 F4

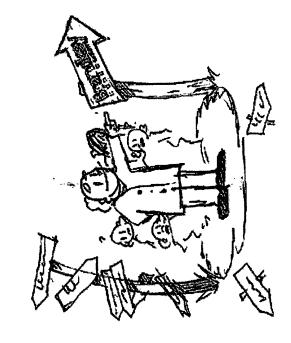
Despite so many frustrating and annoying online shopping experiences, consumers still want to shop online. (stat/study reference)

But they want changes in the ecommerce marketplace.



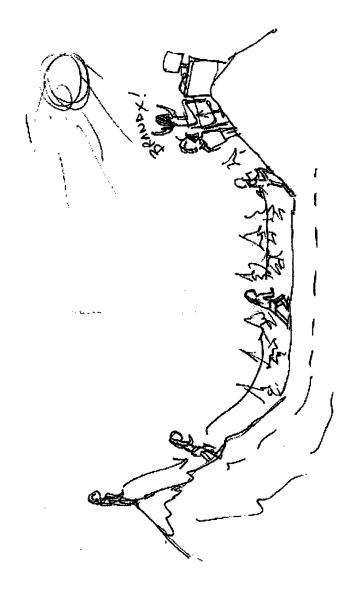
F19 4462

If brand managers hope to attract new customers and build stronger brands online, they need to communicate differently with consumers online, and lead the industry in a new direction.



F16, 4463

Brand managers need a new, far more efficient and effective way of delivering their brand building information to the consumer.



F19, 44H1

Brandkey "Solution

solves the online communication Internet-based Network which problems experienced by brand developed a revolutionary Brandkey Systems™ has marketing leaders.



Brandkey systems/

Brandkey SystemsTM has developed a revolutionary Internet-based network which **solves the online communication problem experienced by brand marketing leaders**.

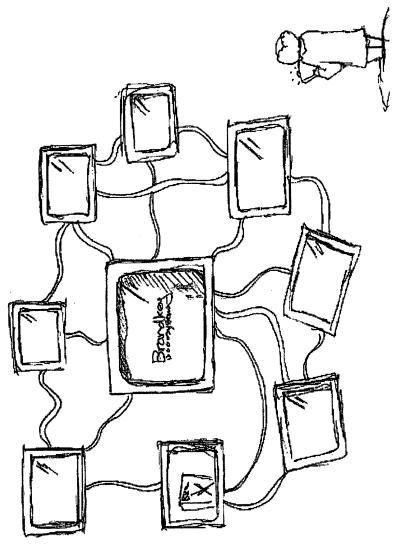
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204/1044

Brand Management Teams communicate brand information and messages directly to the consumer through Brandkey's Multi-Mode "Virtual Kiosks"...

... that consumers can access whenever – and wherever– they happen to be on the Web.

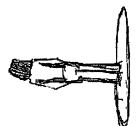


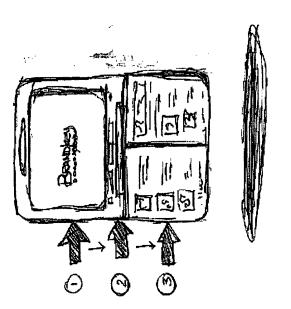
32

FIG. 44IZ

allow brand managers to picture of a brand to the consumer through three quickly communicate a programmable display Multi-Mode Virtual Kiosks multi-dimensional Brandkey Systems™ modes:

- Advertising Display Mode Ξ
- Promotional Display Mode (2)
- (3) Brand information Network Display Mode

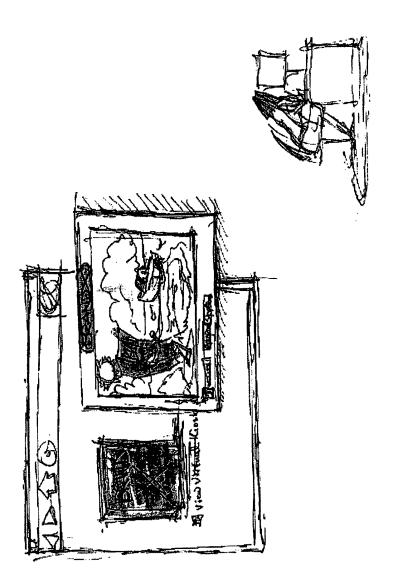




During the Advertisement Display Mode, the Virtual Kiosk displays advertising spots programmed by the brand management team or their agents to build brand awareness.

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16 44 I3

In the Promotional Display Mode, the Virtual Kiosk displays promo spots programmed by Brand Management Team and their agents to foster consumer purchase intent.

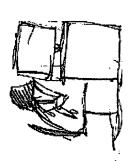




In the final Brand Information
Network Display Mode, the
Virtual Kiosk displays a menu
of brand-building information
resource links which is
designed to develop rich
message associations that
build the consumer's imag of
the brand that is consistent
with brand marketing
objectives

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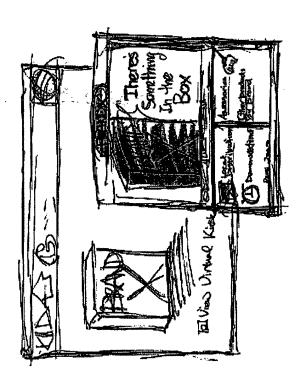


FIG. 4451

Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

j

1) Desktop Computers

2) WiFi-enabled Portable Devices

3) Physical Retail Kiosks

4) ATMs

5) Interactive Television Sets6) PDAs and Cell Phones



Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

}

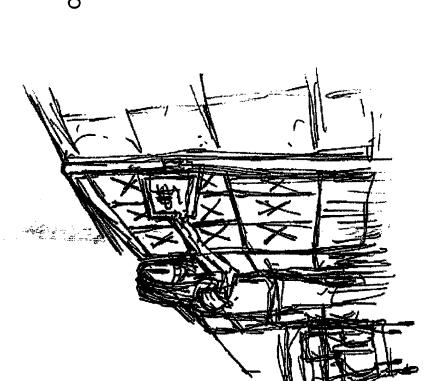
- Desktop Computers
 WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks4) ATMs5) Interactive Television Sets6) PDAs and Cell Phones



Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

j

- Desktop Computers
 WiFi-enabled Portable Devices
- 3) A retail store's physical kiosks
- 4) ATMs
- 5) Interactive Television Sets 6) PDAs and Cell Phones



F19.4454

Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

}

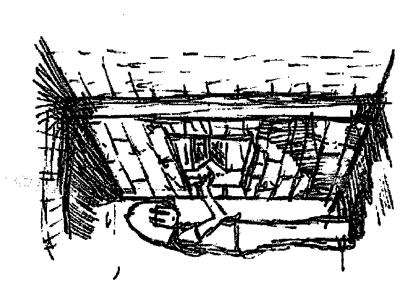
1) Desktop Computers

2) WiFi-enabled Portable

3) Physical Retail Kiosks Devices

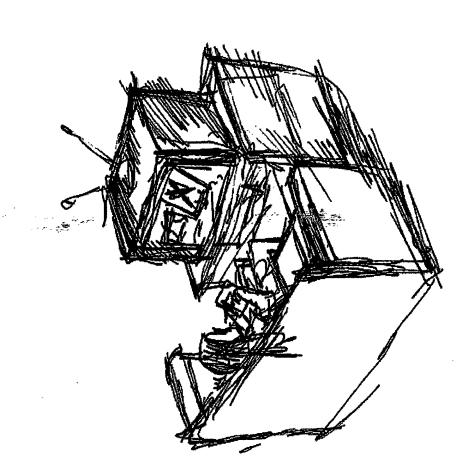
4) ATMs

5) Interactive Television Sets 6) PDAs and Cell Phones



Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices 3) Physical Retail Kiosks
- 4) ATMs5) Interactive Television Sets6) PDAs and Cell Phones



}

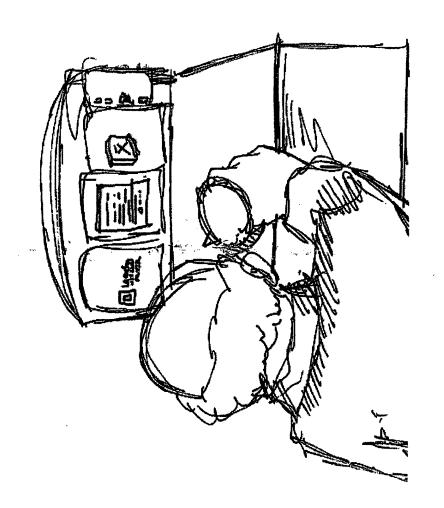
FIG. 44J6

Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
 - 3) Physical Retail Kiosks
 - 4) ATMs
- 5) Interactive Television Sets
 - 6) PDAs and Cell Phones



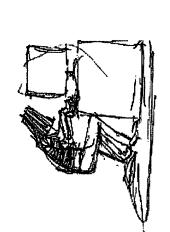
At each of these Consumer Touchpoints, Brand Management Teams have the option of delivering their Brands' Multi-Mode Virtual Kiosks through a number of different Launch Environments....



to a wider range of access points on the Web.

Such Launch Environments include:

-) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images4) HTML-Encoded Desktop
- HTML-Encoded Desktop Icons
 These allow Brand
 Management Teams to extend their brand's reach



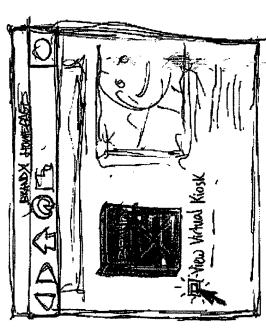


FIG 44K3

Such Launch Environments include:

- Brandkey Systems™ Virtual Kiosk Launch Buttons 7
- HTML-Encoded Documents ন
- HTML-Encoded Images 3

..... Wies Victor Kook الإدران والمناوسة وعاده كالماناية

יינוסט מרכניני שניים כת בר

I TANK I WORL ME CANAL

اراية ورار و وروهد معمومهوا

HTML-Encoded Desktop lcons 4

Consumer markets over the Management Teams to reach a broad range of These allow Brand Internet.



FIG.44KY

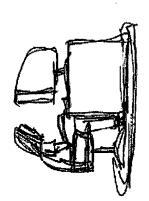
Such Launch Environments include:

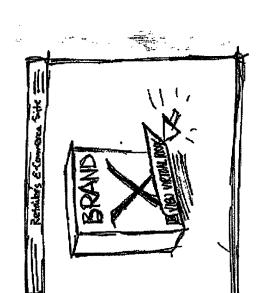
j

- Brandkey SystemsTM Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images4) HTML-Encoded Desktop Icons

These allow Brand
Management Teams to
reach a broad range of
Consumer markets over the
Internet.

218/1046





Such Launch Environments include:

}

}

- Brandkey Systems™ Virtual Kiosk Launch Buttons
- HTML-Encoded Documents

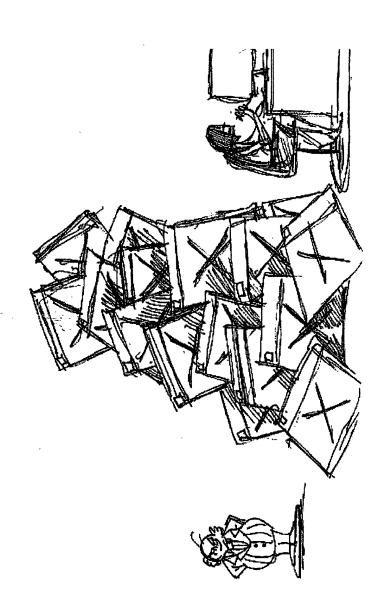
7

- 3) HTML-Encoded Images
- 4) HTML-Encoded Deskt p Icons

These allow Brand
Management Teams to
reach a broad range of
Consumer markets over the
Internet.



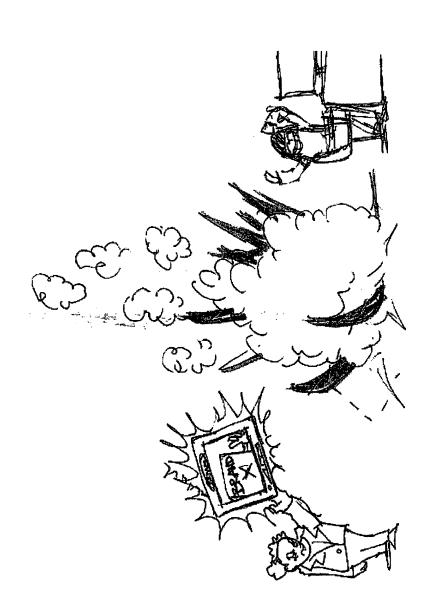
The Brandkey Systems Network enables brand management teams of any size and arrangement to rise above the clutter in the Internet marketplace....



F16, 4462

The Brandkey Systems
Network enables brand
management teams of
any size and
arrangement to rise
above the clutter in
the Internet
marketplace....

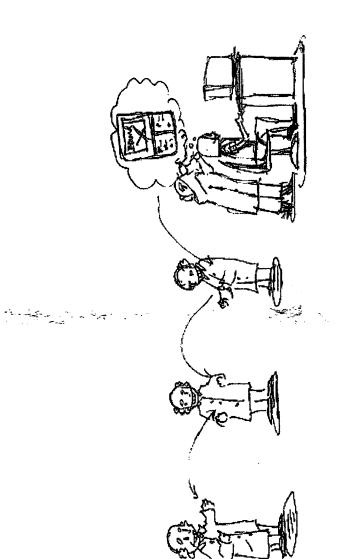
)



F1G, 4413

...and communicate the essence and character of their brands directly to the consumer.

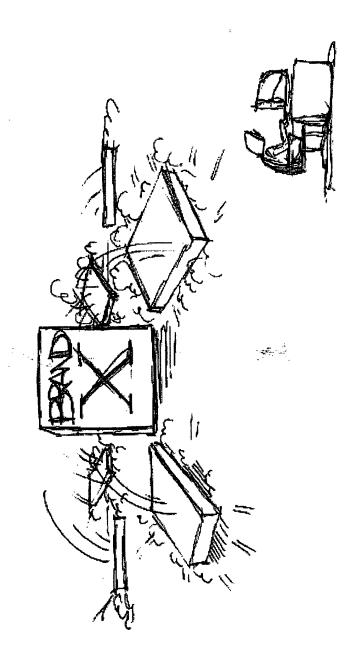
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F16.4414

In seconds, consumers can obtain a multi-dimensional experience of a branded product or service... without the influence of other brands.

•)



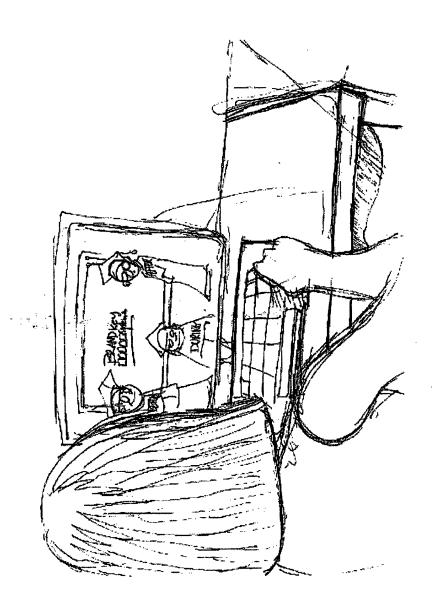
F16. 44LS

With Brandkey Systems Multi-Mode Virtual Kiosks so simple and easy to access, consumers can be more effectively educated about brands than ever before online and gain a full experience of a brand...

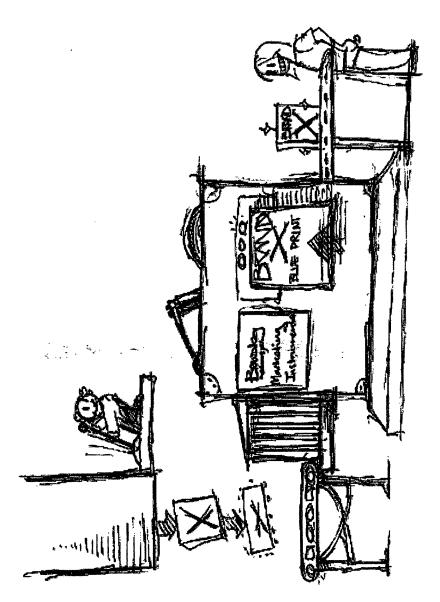
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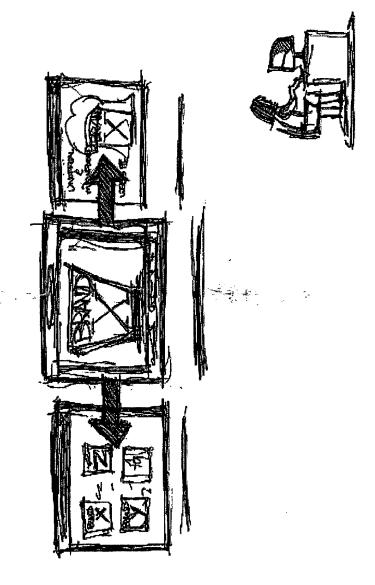
... so that they develop strong preferences for them.



Consumer brand images are now aligned with the team's intended brand marketing objectives.



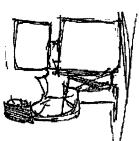
And consumers no longer need to wander off to other websites in search of brandrelated information.

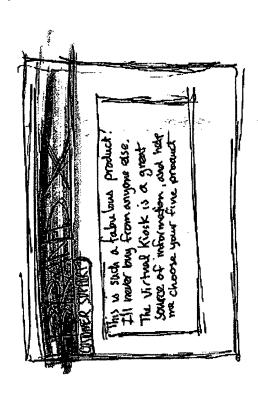


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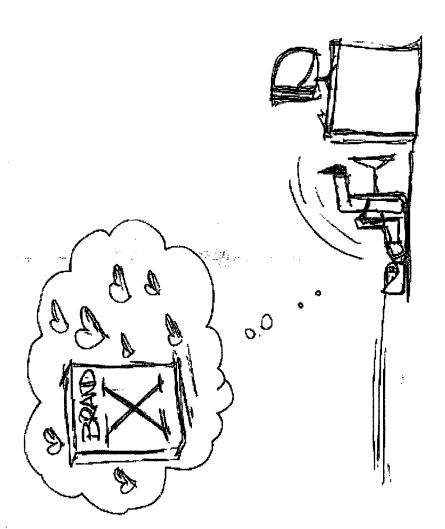
F19.4418

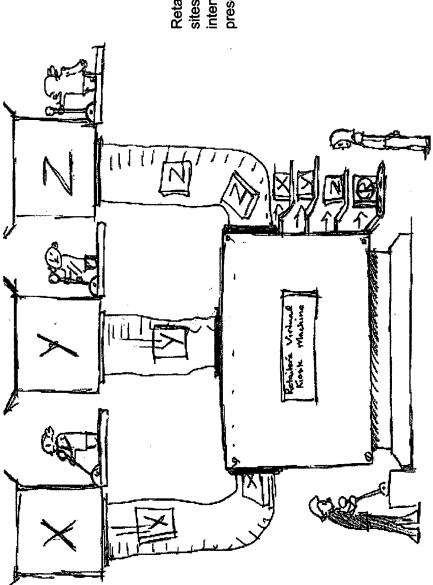
This can only lead to increased levels of customer loyalty and retention for the brand.





Online brand marketers can now create and deliver high-impact brand marketing campaigns.

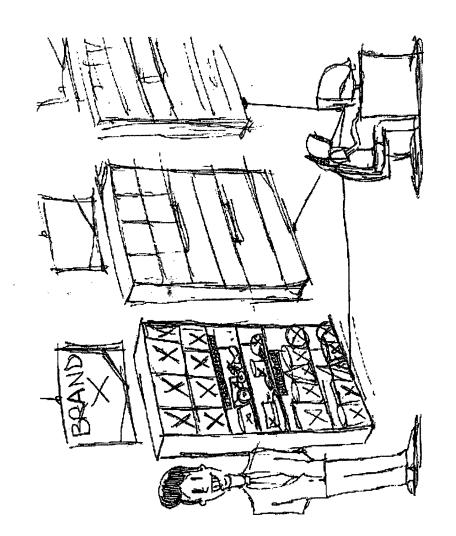




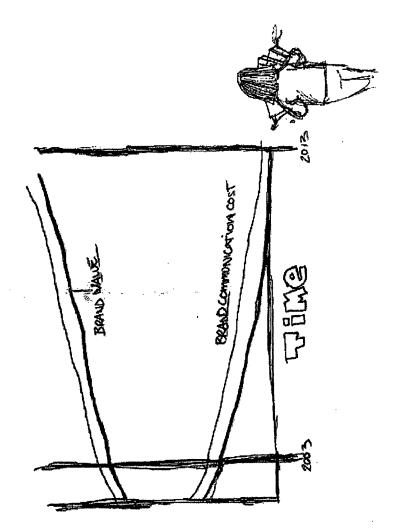
Retailers can build e-commerce sites which communicate its vendors' intended brand images while preserving their own.

j

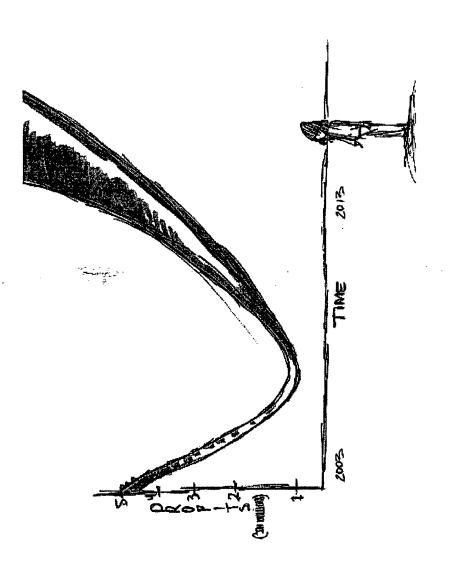
Retailers can more efficiently use the virtual shelf-space on their Websites.



By more efficiently using Brand Building Information Resources, marketing costs decrease, as Brand Value and Equity increase, thereby improving Profits.



By creating new levels of Brand Value and Experience, the durability of all serviced Brands can be extended.



By providing such benefits, the Brandkey Systems™ Network helps build more distinctive, valuable, and stronger Brands in the marketplace.

j

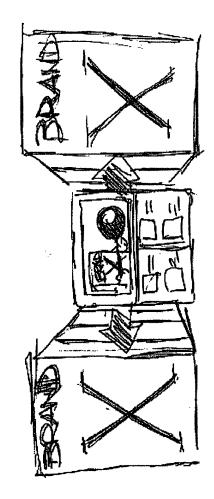


FIG. 44M1

The Brandkey Systems^{nM}
Network is composed of five
Subsystems connected to the
infrastructure of the Internet:

-Brandkey Systems TM -Brandkey Create TM -Brandkey Deliver TM -Brandkey Advertise TM -Brandkey Promote TM

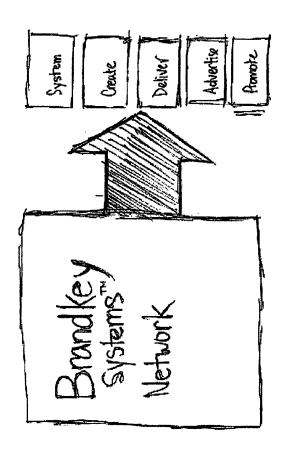
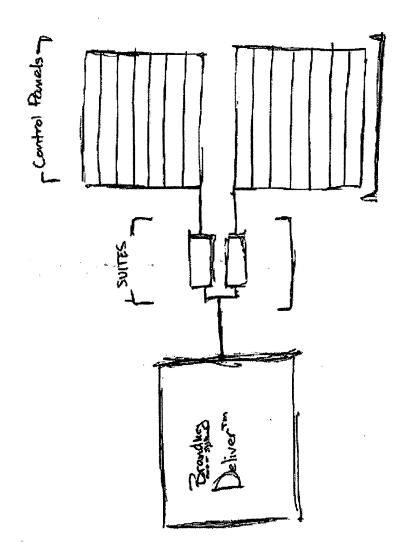
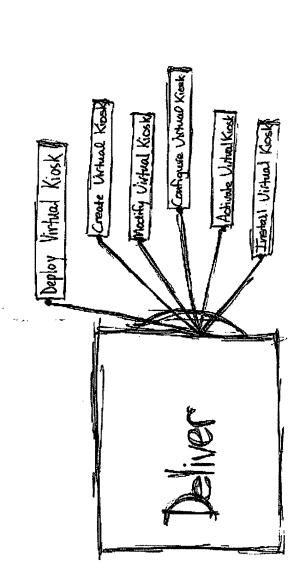


FIG. 44M2

Each of these subsystems supports one or more Service Suites, and each Service Suit contains one or more Control Panels.

These Control Panels support the delivery of the network's revolutionary ensemble of Brandkey Systems™ Marketing Instruments.





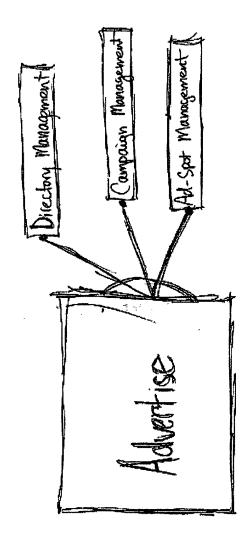
Brandkey Deliver™ Marketing Instruments provide Brand Management Teams the ability to rapidly configure, deploy, and install Brandkey Systems™ Multi-Mode Virtual Kiosks on the Internet.

FIG 44M4

Brandkey Advertise M Marketing Instruments enable Brand Managers and their Agents to program the Advertising Spot Display Mode of their Virtual Kiosks in a simple an convenient manner.

}

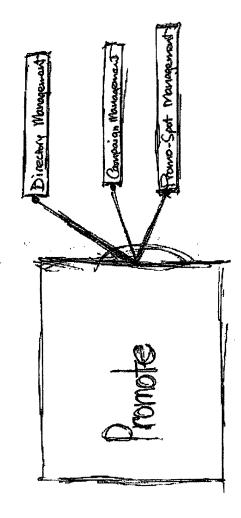
These operations are carried out by creating, executing and managing Advertising Campaigns designed to run on networks of Multi-Mode Virtual Kiosks.



F16. 44M5

Using Brandkey Promote™
Marketing Instruments, Brand
Managers and their Agents can
program the Promotional Spot
Display Mode of their Virtual
Kiosks.

These programming operations are carried out by creating, executing and managing Promotional Campaigns designed to run on networks of Multi-Mode Virtual Kiosks



1

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FIG HYMB

Brandkey Create Marketing Instruments enable Brand Managers and their Agents to program the Brand Information Network Display Mode of their Virtual Kiosks using simple mouse-clicks and data-entry operations.

)

Programming operations are carried out by creating and deploying interactive models of Product and Service Brands represented in the form of richly-associated Brand-Building Information Networks.

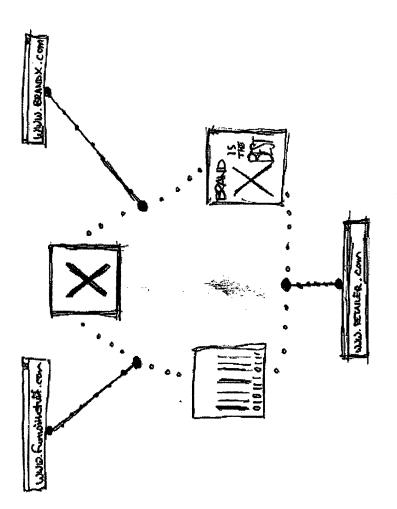
These Information Networks create and reinforce the intended Brand Image of Products and Services within the minds of Consumers.

Select Bond Butity

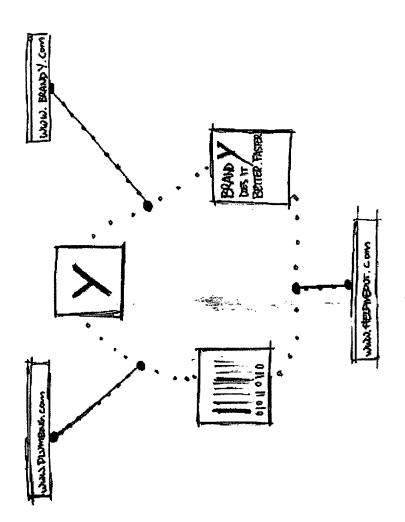
[Configure Control Bons]

[Monage Dobn Links]

[Mavere Information Reserved



Brand-Building Information
Networks can be constructed for
Product-type Brands by linking
the Uniform Resource Locators
(URLs) of Brand Building
Information Resources, to
Product Data Strings consisting
of the Universal Product Number
(UPN), Trademark (TM) and
Product Descriptor (PD) of
branded products.

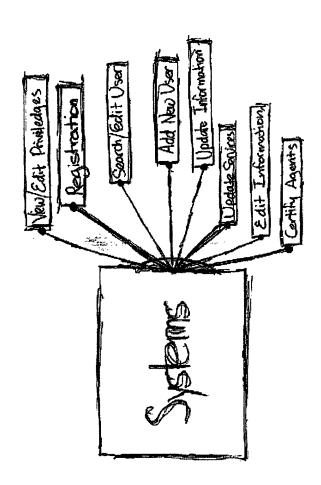


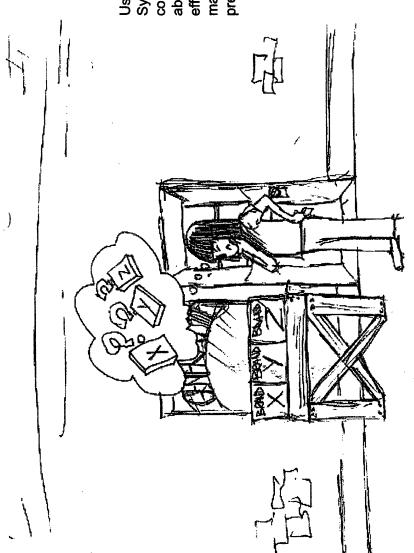
For Service-type Brands, these Information Networks can be created by linking the Uniform Resource Locators (URLs) to Service Data Strings consisting of the Universal Service Number (USN), Servicemark (SM) and Service Descriptor (SD) of branded services.

)

FIG. 44M9

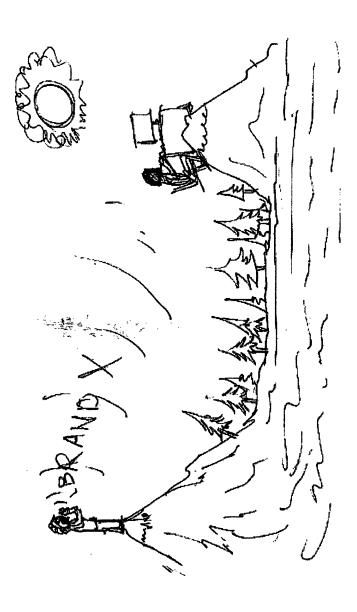
Brandkey SystemsTM
Administration Instruments
enable Users to perform basic
management and
administration functions
relating to Client Accounts,
Brands, and User Rights and
Privileges.



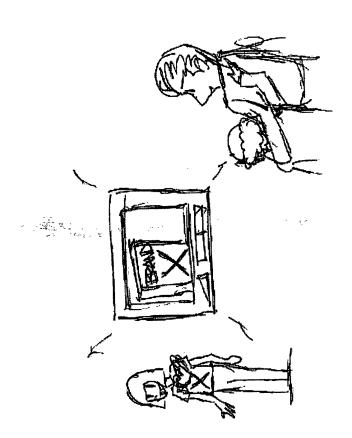


Using the Brandkey Systems TM Virtual Kiosks, consumers can now learn about brands in a more effective and enjoyable manner, and develop strong preferences for them.

And when brand managers want to reach consumers with brand building messages and information...



...the Brandkey Systems Network is there to provide a direct channel to the hearts and minds of millions of consumers on the Web.



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Definition of Terms

Advertising Agent is an Agent responsible for creating, managing, and running Advertising Campaigns for particular Brands of Products and/or Services in the marketplace.

Advertising Campaign is that portion of a Brand Marketing Campaign which seeks to build a desired Brand Image in the minds of Consumers for a particular Brand of Products and/or Services.

Brand is a mental object relating to a class of tangible and/or intangible thing(s) (e.g. Products/Services) in the world and which is:

- (1) persistent within the mind of a person (e.g. Consumer) having (i) a particular relationship with the class of things, as well as (ii) as set of
- expectations of meaning and value to be derived by the Consumer upon experiencing the class of things; and
- (2) recognized by the Consumer in response to the perception of particular sounds, symbols and/or other sensorial impressions communicated to the Consumer in the marketplace.

Brand Image is the Brand Image of a Brand is the composite set of impressions and perceived values persisting in the minds of Consumers in response to exposure to (i) messages produced under messages produced under a Brand Marketing Campaign carried out by the Brand Management Team including its Advertising and Promotional Agents, as well as (ii) other information items (e.g. Clutter) communicated by others in the marketplace.

Brand Knowledge Network is an information model (i.e. schema) comprising a network of Products and/or Service Data Links designed by a Brand Management Team to represent a desired Brand Image which the Brand Management Team wants to persist within the minds of Consumers regarding a particular Brand or set of Brands under their management.

Brand Management Team is a group of people including; Brand Managers, Advertising Agents, Promotional Agents, Full-Service Agents, etc. whose mission is to create, manage, and communicate a desired Brand Image for a particular Brand or set of Brands to Consumers.

Brand Marketing Campaign is an effort conducted in the marketplace by a Brand Management Team including its Advertising and Promotional Agents to build a Brand in the minds of Consumers, which creates a desired Brand Image consistent with the marketing objectives of the Marketing Team.

Data Link is a URL associated with a Product or Service Data String that may be used to build a Brand Knowledge Network.

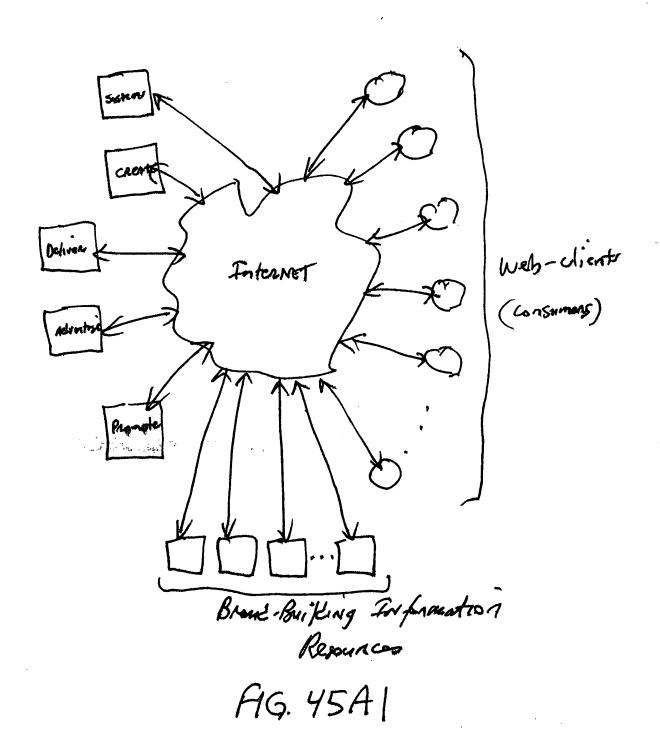
Promotional Agent An Agent responsible for creating, managing, and running Promotional Campaigns for particular Brands of Products and/or Services in the marketplace.

Promotional Campaign is that portion of a Brand Marketing Campaign which seeks to induce consumption of a particular Brand of Products and/or Services by Consumers in the marketplace.

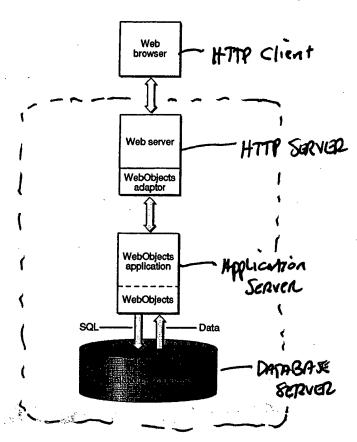
Product Data String is a string of data comprising a Universal Product Number (e.g. UPC/EAN) assigned to a particular Product, a Product Descriptor briefly describing the generic nature of the Product, and any number of Trademarks used in connection with the Product in the marketplace.

Service Data String is a string of data comprising a Universal Service Number (e.g. Airclic Code) assigned to a particular Service, a Service Descriptor briefly describing the generic nature of the Service, and any number of Servicemarks used in connection with the Service in the marketplace.

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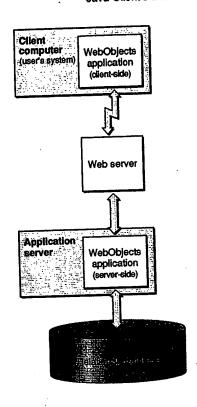
WebObjects HTML-based application communication chain



The WebObjects Architecture

FIG. 45A1

Java Client's distributed, multitier architecture



Java Client Architecture

FIG. 45A3

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Brand Marketing Communication Instrumentation Network

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Proposition Commission errors designation

We are planeers of revolutionary, interestenables brand communication solutions that enable year to educate consumers about your brand, to develop proternaces for them

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Branding Creato "Subayaton *Subayaton Ovaview

Brandlog Defror^m Subaya • Subayaten Overview Brandkey Advertee^m Subsystem *Subsystem Overview Brundkay Premate¹¹ Subsystem * Subsystem * Subsystem Overview

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Brandkey-

About Brandkey Systems Corporation Branslay Systems is a global brand merhalog commutcation technology and services company. We provide Clarks with revolutionary Web-based brand methology commutation instruments and supporting services that help from tude the demand also of that bashass. Our success and growth are built on the quality of our Clark base, the depth of our relationation, and our expectes in the tracestive technologies which we develop and expect in the marketises.

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BBRANDKEY SYSTEMS NETWORK

▼Login

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▶ Forgot Password

BBRANDKEY SYSTEMS SUBSYSTEM

▶ Registration Suite

1. Control Panel for registering with Brandkey Systems Network

▶ User-Account Administration Sulte

1. Control Panel for Administering Users

2. Control Panel for Administering Accounts

3. Control Panel for Administering Ad/Promo Privileges

BBRANDKEY CREATE SUBSYSTEM

▶ Brand Information Network Management Suite

1. Control Panel for Managing Brand information Networks

a. Select Brand Entity

http://www.brandkeysystems.com/bk_systems/h_launch_help_tutorials.html

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Pr . 2 of 5

- b. Configure Control Panel
- c. Manage Data Strings
- d. Manage Data Links
- ▶ Brand Building Web Resources Hosting Suite
- 1. Control Panel for Hosting Brand Building Web Resources
- a. Select Brand Entity
- b. Manage Data Strings

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- c. Manage Data Links
- d. Manage Information Resources

BBRANDKEY DELIVER SUBSYSTEM

- ▶ Virtual Kiosk Generation Suite
- 1. Control Panel for Generating Product-Specific Virtual Klosks
- a. Configure P-S Virtual Klosks
- b. Create P-S Virtual Klosks
- c. Modify P-S Virtual Klosks
- d. Deploy P-S Virtual Klosks
- e. Activate P-S Virtual Klosks
- 2. Control Panel for Generating Service-Specific Virtual Klosks
- a. Configure S-S Virtual Klosks
- b. Create S-S Virtual Kiosks

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Pr-3 of 5

- c. Modify S-S Virtual Klosks
- d. Deploy S-S Virtual Klosks
- e. Activate S-S Virtual Klosks
- 3. Control Panel for Generating Vendor-Specific Virtual Klosks
- a. Configure V-S Virtual Klosks
- b. Create V-S Virtual Klosks
- c. Modify V-S Virtual Klosks
- d. Deploy V-S Virtual Klosks
- e. Activate V-S Virtual Klosks
- 4. Control Panel for Generating Service-Provider-Specific Virtual Klosks
- a. Configure S-P-S Virtual Klosks
- b. Create S-P-S Virtual Klosks
- c. Modify S-P-S Virtual Kiosks
- d. Deploy S-P-S Virtual Klosks
- e. Activate S-P-S Virtual Klosks
- 5. Control Panel for Generating Retailer-Specific Virtual Klosks
- a, Configure R-S Virtual Kiosks
- b. Create R-S Virtual Klosks
- c. Modify R-S Virtual Klosks
- d. Deploy R-S Virtual Klosks

e. Activate R-S Virtual Klosks

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a. Configure I-S Virtual Klosks

b. Create I-S Virtual Klosks

c. Modify I-S Virtual Klosks

d. Deploy I-S Virtual Klosks

e. Activate I-S Virtual Klosks

7. Control Panel for Generating Corporate-Specific Virtual Klosks

a. Configure C-S Virtual Klosks

b. Create C-S Virtual Klosks

c. Modify C-S Virtual Klosks

d. Deploy C-S Virtual Klosks

e. Activate C-S Virtual Kiosks

▶ Virtual Kiosk Installation Sulte

1. Control Panel for Installing Product-Specific Virtual Klosks

2. Control Panel for Installing Service-Specific Virtual Klosks

3. Control Panel for Installing Vendor-Specific Virtual Klosks

4. Control Panel for Installing Service-Provider-Specific Virtual Klosks

5. Control Panel for Installing Retailer-Specific Virtual Klosks

6. Control Panel for Installing Industry-Specific Virtual Klosks

7. Control Panel for Installing Corporate-Specific Virtual Klosks

BRANDKEY ADVERTISE SUBSYSTEM

FIG 4507

http://www.brandkeysystems.com/bk_systems/h_launch_help_tutorials.html

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♦ Virtual Klosk Advertising Campaign Management Suite

1. Control Panel for Managing Advertising Cempaigns

a. Directory Management

b. Campaign Management

c. Ad-Spot Management

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BRANDKEY PROMOTE SUBSYSTEM

▶ Virtual Kiosk Promotional Campaign Management Suite

1. Control Panel for Managing Promotional Campaigns

a. Directory Management

b. Campaign Management

c. Promo-Spot Management

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Tutorials

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IBRANDKEY SYSTEMS NETWORK

▶ How do you Login to the BKS Brand Marketing Communications Network?

► How do you Logout of the BKS Brand Marketing Communications Network?

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▶ How do you Retrieve your Password if you have forgotten it?

IBRANDKEY SYSTEMS SUBSYSTEM

▶ Registration Suite

1. How do you Register with the BKS Brand Marketing Communications Network?

► User-Account Administration Suite

1. Control Panel for Administering Users

a. How do you Edit User Information?

b. How do you Add a New User to your Brand Account?

2. Control Panel for Administering Accounts

a. How do you Update your Company Information?

b. How do you Update Administrator Information?

c. How do you Update your Available Services?

d. How do you Modify your Registered Brand Entity Information?

FIG. 49DI

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http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html

e. How do you Add a New Brand Entity?

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- f. How do you Certify Advertising Agents?
- g. How do you Certify Promotional Agents?
- 3. Control Panel for Administering Ad/Promo Privileges
- a. How do you Edit Installed Virtual Klosks Ad/Promo Privileges?

IBRANDKEY CREATE SUBSYSTEM

- ▶ Brand Information Network Management Suite
- 1. Control Panel for Managing Brand Information Networks
- a. How do you Select the Brand Entity you wish to work with?
- b. How do you Configure the Brand Information Network Control Panel?
- c. How do you import Data String Records?
- d. How do you Edit Data String Records?
- e. How do you Add New Data String Records?
- f. How do you Synchronize Data String Records?
- 9. How do you Edit Data Link Records?
- h. How do you Add New Data Link Records?
- ▶ Brand Building Web Resources Hosting Suite
- 1. Control Panel for Hosting Brand Building Web Resources
- a. How do you Select the Brand Entity you wish to work with?
- b. How do you View Data String Records?

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Brandkey Systems Corporation

Page 3 of 7

- c. How do you View Data Link Records?
- d. How do you Manage Brandkey Information Resource Records?

BRANDKEY DELIVER SUBSYSTEM

▶ Virtual Klosk Generation Suite

- 1. Control Panel for Generating Product-Specific Virtual Klosks
- a. How do you Configure P-S Virtual Klosks?

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- b. How do you Create P-S Virtual Kiosks?
- c. How do you Modify P-S Virtual Klosks?
- d. How do you Deploy P-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy P-S Virtual Klosks launchable from an HTML-Encoded Document?
- f. How do you Deploy P-S Virtual Klosks launchable from an HTML-Encoded Image?
- g. How do you Deploy P-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate P-S Virtual Klosks?
- 2. Control Panel for Generating Service-Specific Virtual Klosks
- a. How do you Configure S-S Virtual Klosks?
- b. How do you Create S-S Virtual Klosks?
- c. How do you Modify S-S Virtual Klosks?
- d. How do you Deploy S-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy S-S Virtual Klosks launchable from an HTML-Encoded Document?
- f. How do you Deploy S-S Virtual Klosks launchable from an HTML-Encoded Image?
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FIG. 4503

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h. How do you Activate S-S Virtual Klosks?

3. Control Panel for Generating Vendor-Specific Virtual Klosks

a. How do you Configure V-S Virtual Klosks?

b. How do you Create V-S Virtual Klosks?

c. How do you Modify V-S Virtual Kiosks?

d. How do you Deploy V-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy V-S Virtual Klosks launchable from an HTML-Encoded Document?

f. How do you Deploy V-S Virtual Klosks launchable from an HTML-Encoded Image?

g. How do you Deploy V-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate V-S Virtual Klosks?

4. Control Panel for Generating Service-Provider-Specific Virtual Klosks

a. How do you Configure S-P-S Virtual Klosks?

b. How do you Create S-P-S Virjual Klosks?

c. How do you Modify S-P-S Virtual Klosks?

d. How do you Deploy S-P-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy S-P-S Virtual Klosks launchable from an HTML-Encoded Document?

f. How do you Deploy S-P-S Virtual Klosks Jaunchable from an HTML-Encoded Image?

How do you Deploy S-P-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate S-P-S Virtual Kiosks?

5. Control Panel for Generating Retailer-Specific Virtual Klosks

a. How do you Configure R-S Virtual Klosks?

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- b. How do you Create R-S Virtual Klosks?
- c. How do you Modify R-S Virtual Klosks?
- d. How do you Deploy R-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy R-S Virtual Klosks launchable from an HTML-Encoded Document?
- f. How do you Deploy R-S Virtual Klosks launchable from an HTML-Encoded Image?
- 9. How do you Deploy R-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate R-S Virtual Klosks?

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- 6. Control Panel for Generating Industry-Specific Virtual Klosks
- a. How do you Configure I-S Virtual Kiosks?
- b. How do you Create I-S Virtual Klosks?
- c. How do you Modify I-S Virtual Klosks?
- d. How do you Deploy I-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy I-S Virtual Klosks launchable from an HTML-Encoded Document?
- f. How do you Deploy J-S Virtual Klosks launchable from an HTML-Encoded Image?
- g. How do you Deploy I-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate I-S Virtual Klosks?
- 7. Control Panel for Generating Corporate-Specific Virtual Klosks
- a. How do you Configure C-S Virtual Klosks?
- b. How do you Create C-S Virtual Klosks?
- c. How do you Modify C-S Virtual Klosks?
- d. How do you Deploy C-S Virtual Klosks launchable from an HTML-Encoded Brandkey(TM) Button?

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- e. How do you Deploy C-S Virtual Klosks launchable from an HTML-Encoded Document?
- f. How do you Deploy C-S Virtual Klosks Jaunchable from an HTML-Encoded Image?
- 9. How do you Deploy C-S Virtual Klosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate C-S Virtual Klosks?

▼ Virtual Kiosk Installation Suite

- 1. How do you Install Product-Specific Virtual Klosks?
- 2. How do you Install Service-Specific Virtual Klosks?
- 3. How do you Install Vendor-Specific Virtual Klosks?
- 4. How do you Install Service-Provider-Specific Virtual Klosks?
- 5. How do you Install Retailer-Specific Virtual Klosks?
- 6. How do you Install Industry-Specific Virtual Klosks?
- 7. How do you Install Corporate-Specific, Virtual Klosks?

BBRANDKEY ADVERTISE SUBSYSTEM

- ▶ Virtual Klosk Advertising Campaign Management Suite
- 1. Control Panel for Managing Advertising Campaigns
- a. How do you Generate a General Virtual Kiosk Advertising Directory?
- b. How do you Generate a Brand-Specific Virtual Klosk Advertising Directory?
- c. How do you Modify a General Virtual Klosk Advertising Directory?
- d. How do you Modify a Brand-Specific Virtual Klosk Advertising Directory?
- e. How do you Register a Virtual Klosk Advertising Campaign?

http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html

FIGHSD6

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- 9. How do you Run and Stop a Virtual Klosk Advertising Campaign?
- h. How do you Monitor a Virtual Klosk Advertising Campaign?
- i. How do you Place an Ad-Spot Order on a Virtual Klosk Subnetwork?

1. How do you Modify an Ad-Spot Order on a Virtual Klosk Subnetwork?

BBRANDKEY PROMOTE SUBSYSTEM

▶ Virtual Klosk Promotional Campaign Management Suite

- 1. Control Panel for Managing Promotional Campaigns
- a. How do you Generate a General Virtual Klosk Promotional Directory?
- b. How do you Generate a Brand-Specific Virtual Klosk Promotional Directory?
- c. How do you Modify a General Virtual Klosk Promotional Director/?
- d. How do you Modify a Brand-Specific Virtual Klosk Promotional Directory?
- e. How do you Register a Virtual Klosk Promotional Campaign?
- f. How do you Modify a Virtual Klosk Pomotional Campaign?
- g. How do you Run and Stop a Virtual Klosk Promotional Campaign?
- h. How do you Monitor a Virtual Klosk Promotional Campaign?
- I. How do you Place a Promo-Spot Order on a Virtual Klosk Subnetwork?
- I. How do you Modify a Promo-Spot Order on a Virtual Klosk Subnetwork?

Brandkey Systems Network - Overview

6/6/2003

http://www.brandkeysystems.com/bk systems/index systems.html

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Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Log.n

Brandkey advertise Brandkey deliver

Brandkey create

Brandkey systems

Brandkey promote Brandkey Systems Subsystem Benefits - Standard Demonstration Mode

- * Consumers
- Vendors
- * Service Providers
- Advertising Agents
- Promotional Agents
- * Refailers
- Industrialists

The Brandkey Systems ¹⁷⁸ Brand Marketing Communication and Control Instrumentation Network delivers a revolutionary ensemble of instruments that enables brand management teams to build and communicate brand images to consumers at any internet-enabled consumer touchpoint via multi-mode Virtual Klosks located in both physical and electronic streams commerce

By providing the instruments to rapidly build powerful Brand Knowledge Networks and Advertising and Promotional Campaigns for delivery to consumers over highly controlled channels of communication less immune to destructive power of clutter, the Brandkey Systems¹⁷⁴ Network enables brand management teams to create stronger, more distinctive brands in the marketyles-translating into premium prices, greater levels of channel influence, improved levels of customer loyalty and referition, and increased profits.

This increased level, of control over Internet-based brand marketing communications enables brand managers and their agents to effectively, manage consumers' experienced perceptions developed before, during and after consumer purchases. Proper thanagement of consumer perception will allow consumers to have more meaningful purchase experiences and will influence their perception of a brands' value and strength.

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• Millimode Virtual Klosks		Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	
· Product-Specific	Industry-Specific Virtual Kiosk	Simplex	Simplex	Simplex	Simplex	
Varinal Klosks		Complex	Complex	Complex	Complex	
- Service-Specific Virtual Klosks						
· Vendor-Specific						
Service-Provider Specific Virtual Klosks						
Retailer-Specific Virtual Klosks						
· industry-Specific						
- Corporata-Specific Virtual Klosta	•					
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http://www.brandkeysystems.com/bk_systems/index_demonstrations.html

Brandkey Systems Corporation

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	,					- Corporate-Specific Virtual Kloska
						 Industry-Specific Virtual Klosta
10-1						- Retailer-Specific Virtual Kloska
					-	- Service-Provider- Specific Virtual Kiosks
						- Vendor-Specific Virtual Klosba
						- Service-Specific Virtual Klosta
	Complex	Complex	Complex	Complex	VII LUGIT NIOSA	Virtual Klosks
	Simplex	Simplex	Simplex	Simplex	Corporate-Specific Virtual Klosk	· Produck-Specific
**************************************	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	-	 Multimode Virtual Klosks
	n i mic-encoded Desktop Icon	HIML-Encoded Image	H I ML-Encoded Document	HTML-Encoded Brandkey(TM) Button		 Brandkay Promote
	LTM Encoded	LTIM - Consider	Laborate Property	Multimode Virtual Klosk Demonstration Matrix	Multimode Virtual Kios	 Brandley Advertise
					•	* Brandkay Deliver
an was quitarent					1.1	 Brandkey Creats
ration Mode	Multimode Virtual Klosks Demonstrations Suite - Standard Demonstration Mode	nonstrations Su	tual Kiosks Der	Multimode Vir		* Brandkey Sysbems
	Brandkey promote		Brandkey advertise	Brandkey deliver	Brandkey creato	Brandkey systoms Brandkey create
					· [Brandkey"
r. Belp Log	Home About Us Investors Careers Site Map Contact Us Help	ut Va Investors C	Ноте Ароч		•	1

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http://www.brandkeysystems.com/bk_systems/index_tutorials.html

Hame I About Us I Investors | Careers | Site Map | Contact Us | Help | Login

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Brandkey Systems Corporation

enatorialism (The Cooking Campionalism Suffering Brandkey advertise

Brandkey Systems Tutorials Suite - Standard Demonstration Mode

Network Tutorial

, Login

• Logout

Forgot Password

Brandkay Systems

Brandkey Create

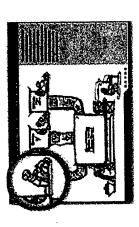
Brandkey Deliver

· Brandkey Achertise

* Brandkey Promote

Network Tutorial

Create Interactive Brand Information designed to communicate the essential value and character.



System Tutorials

Create Interactive Brand Information Networks designed

to communicate the essential value and character associated with.

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Home | About Us | Investors | Careers | Site Map | Contact Us | Halp | Logur

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Brandkey systems

Brandkey Systems Corporation

Brandkey promote Brandkey advertise Brandkey deliver

> for Registering with Brandkey Systems Network Launch Control Panel

Brandkey Systems Registration Suite - Standard Demonstration Mode

Register with Brandkey Systems

Create interactive Brand information Networks designed to communicate the essential value and character.

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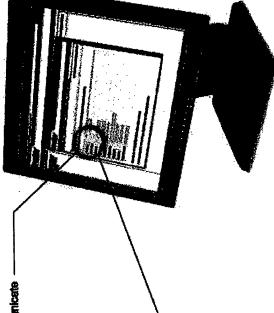
Brandkey

Registration Application

Standard Demonstration Mod

Centrol Panel for Registering with Branckey Systems Network

Create interactive Brand Information Networks designed communicate essential value and character associated with your branded essential value and character associated essential value and.



Complete the Brandkey Syst

First Name:

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http://www.brandkeysystems.com/bk_systems/r_launch_registration.html

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Brandkey Systems Subsystem

randkey.	

Standard Demonstration Mode

Page 1 of 1

Personal Inicination	-
Complete the Brandkey Systems Registration Form. Please provide your personal information below.	
The state of the s	

Phone Number:	Fax Number:	E-mail Address:		Confirm Password:
	44.5		-17	
First Name:	Middle Initial:	Last Name:	User Name:	Password:

Please keep your User Name and Password in a secure location for future use.

If User Name already exists: The User Name you selected already exists. Please select a different one.

277/1046

Control Panel for Registering with Brandkey Systems Network

Standard Demonstration Mode

Branklandini

Please identify the consumer product/service brands with which you are associated and the legal owner of the brands. You must provide the full information for each Brand Entity.

Brand Owner					
U.S. Registration No					
	V.	12	房	1>	42
Category	Automotive	Automotive	Automotive	Automotive	Automotive
Product Descriptor (PD) Service Descriptor (SD)	-	. 4	, ,		
Trademark (TM) Service Mark (SM)					
nd Entity Name					

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Control Panel for Registering with Brandkey Systems Notwork

Standard Demonstration Mod

Please specify the nature of your relationship with the owner of the above specified Brand Entitles.

- O Here will go the text for this box number 1
- O Here will go the text for this box number 2
- O Here will go the text for this box number 3 🗼
- O Here will go the text for this box number 4
 - O Here will go the text for this box number 5
- O Here will go the text for this box number 6

5/8/2003

Submit

Brandkey.

egradiez it en Application

Standard Demonstration Mode

Regrett Bon Confiniention

Thank you for completing the Initial Brandkey Systems Hegistration Application. Your registration information has been forwarded to Brandkey Systems Corporation and you shall be contacted shortly to complete the Application.

FIG 46E6

5/8/2003

http://www.brandkeysystems.com/bk_systems/r_launch_registration-4.html

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Hame | About Us.) Investors | Careers | Site Map. | Contact Us. | Help. | Login Brandkey advertise Brandkey systems

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Brandkey Systems Corporation

Page 1 of 1

 Launch Control Panel for Administering Users

Launch Control Pensifor Administering Accounts

• Launch Control Panel for Administering AdiPromo Privileges

Client Account No: 7145001 U

Client Account: DISNEY

User Name: John Smith

User/Account Administration Suite - Standard Demonstration Mode

a Clent Austerit Cled Account

Create Interactive Brand Information designed to consmunicate

Administer Account Users

the essential value and character.

Administer Account

Create interactive Brand Information Networks designed to communicate the essential value and character.



Set Ad/Promo Shelf Rights

Create interactive Brand Information Networks designed to communicate the essential value and character.



FIG. 46F

http://www.brandkeysystems.com/bk_systems/index_administration.html

Page 1 of 1

Brandkey

Search/Edit User

Standard Demonstration Mod

F Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Create interactive Brand information Networks designed to communicate essential value and character associated with your branded

essential value and character associated

essential value and.

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Brand Information Brandkey Create

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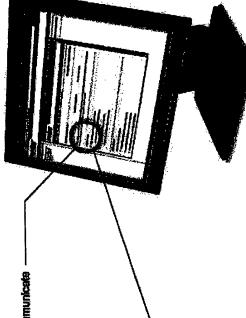


FIG 466

Search

Brandkey Systems Subsystem

Page 1 of 1

Seanch for User

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Search by First or Last Name to update information for a User. If you do not enter any search criteria, then you will get a complete list of Users who are assigned to your Client Account.

User's First Name:

User's Last Name:

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http://www.brandkeysystems.com/bk_systems/a_launch_user_search-1.html

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Brandkey	

Page 1 of 1

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- 1		

-Edit User Add New User

Salacitisan

Cilent Account No: 7145001

User Name: John Smith

Phone Number 203-275-1980 203-275-1980 203-275-1980 203-275-1980

Standard Demonstration Mode

Click on the User Name to update the User information.

Client Account: DISNEY

User full name e-mail address here
e-mail address here
e-mail address here
e-mail address here
e-mail address here

44 | 4 Back 12345678910 Mext ▶ | ▶ ▶

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http://www.brandkeysystems.com/bk_systems/a_launch_user_search-2.html

Search / Edit User

Central Panel for Administering Usars

Standard Demonstration Mode

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the User information. Click Next to save any changes and view assigned Services.

First Name: Thomas

Middle Initial: J.

Perkowski

Last Name:

Fax Number:

203-406-0723 Phone Number:

@brandkeysystems.com

E-mail Address:

Confirm Password: Perkowski

Perkowski

Password:

2

Active:

Thomas

User Name:

284/1046

Next

Back

F16, 4667

5/5/2003

http://www.brandkeysystems.com/bk_systems/a_launch_user_search-3.html

Page 1 of 2

Brandke)

Search/Edit User

Andres des America Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Assign available Services to Valbhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

■Brandkey Create

- ☐ Brand Knowledge Network Management Suite contains:
- Control Panel for Managing Brand Knowledge Network
- Brand Building Web Resources Hosting Suite contains:
- Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Klosk Generation Suite contains:

- * Control Panel for Generating Product-Specific Virtual Klosks
- * Control Panel for Generating Service-Specific Virtual Klosks
 - * Control Panel for Generating Vendor-Specific Virtual Klosks
- * Control Panel for Generating Retailer-Specific Virtual Klosks

- * Control Panel for Generating Service-Provider- Specific Virtual Klosks

- Sontrol Panel for Generating Corporate-Specific Virtual Klosks ☐ » Control Panel for Generating Industry-Specific Virtual Klosks
- Virtual Klosk Installation Suite contains:

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http://www.brandkexsystems.com/bk-systems/a_launch_user_search-4.html

5/7/2003

Brandkey

Search/Edit User

Add New User

Control Panel for Administering Users

Standard Demonstration Mod

Service des Artes de la Company

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign available Services to Vaibhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

Brandkey Create

- Brand Information Network Management Suite contains:
- Control Panel for Managing Brand Information Network
- Brand Building Web Resources Hosting Suite contains:
- Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Klosk Generation Suite contains:

- Scontrol Panel for Generating Product-Specific Virtual Klosks
- Service-Specific Virtual Klosks
- Service-Provider-Specific Virtual Klosks Control Panel for Generating Vendor-Specific Virtual Klosks
 - Sontrol Panel for Generating Retailer-Specific Virtual Klosks
- > Control Panel for Generating Industry-Specific Virtual Klosks
- ☐ ★ Control Panel for Generating Corporate-Specific Virtual Klosks

Virtual Klosk Installation Suite contains:

FIG. 4695

http://www.brandkeysystems.com/bk_systems/a_launch_user_search-4.html

6/16/2003

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Page 2 of 2

- L. . Control Panel for Installing Product-Specific Virtual Klosks
- * Control Panel for Installing Service-Specific Virtual Klosks
- . Control Panel for Installing Vendor-Specific Virtual Klosks
- Sortrol Panel for Installing Service-Provider-Specific Virtual Klosks
- 🔲 » Control Panel for Installing Retailer-Specific Virtual Kiosks
- Scortfol Panel for Installing Industry-Specific Virtual Klosks
- * Control Panel for Installing Corporate-Specific Virtual Klosks

Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
- Control Panel for Managing Advertising Campaigns

Brandkey Promote

- Urtual Klosk Promotional Campaign Management Suite contains:
- ▶ Control Panel for Managing Promotional Campaigns

FIG. 4666

http://www.brandkeysystems.com/bk_systems/a_launch_user_search-4.html

Brandkey

Seerch for then in Bulker Search (Edit User

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your User information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

John First Name:

Middle Name:

Smith Last Name:

203-555-0778 203-555-0777 Phone Number: Fax Number:

smith@disney.com E-mail Address:

Smith John User Name: Password:

Smith

Confirm Password:

■ Brandkey Create

- Brand Information Network Management Suite contains:
- » Control Panel for Managing Brand Information Network
- X Brand Building Web Resources Hosting Suite contains:
- * Control Panel for Hosting Brand Building Web Resources

F16. 4667

http://www.brandkeysystems.com/bk_systems/a_launch_user_search-5.html

Page 2 of 3

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Klosks
- X * Control Panel for Generating Service-Specific Virtual Klosks
- 🗙 » Control Panel for Generating Vendor-Specific Virtual Klosks
- X > Control Panel for Generating Service-Provider-Specific Virtual Klosks
- 🗸 » Control Panel for Generating Retailer-Specific Virtual Klosks
 - Control Panel for Generating Industry-Specific Virtual Klosks
- Control Panel for Generating Corporate-Specific Virtual Klosks

Virtual Klosk Installation Suite contains:

- Control Panel for Installing Product-Specific Virtual Klosks
- X » Control Panel for Installing Service-Specific Virtual Klosks
- Control Panel for Installing Vendor-Specific Virtual Klosks
- * Control Panel for Installing Service-Provider-Specific Virtual Klosks
- * Control Panel for Installing Retailer-Specific Virtual Klosks
- * Control Panel for Installing Industry-Specific Virtual Klosks
- X » Control Panel for Installing Corporate-Specific Virtual Klosks

Brandkey Advertise

- Virtual Klosk Advertising Campaign Management Suite contains:
- Control Panel for Managing Advertising Campaigns

Brandkey Promote

- X Virtual Kiosk Promotional Campaign Management Suite contains:
- Control Panel for Managing Promotional Campaigns

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Next

Brandkey Systems Subsystem

Page 1 of 1

Control Panel for Administering Users

Standard Demonstration Mode

Brandkey.

Acker Sear Information

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Please enter the required information and click Next to add the New User and assign the User access to Services.

L	Irst Name:

Middle Initial:

Last Name:

User Name:

Password:

Phone Number: Fax Number:

E-mail Address:

Confirm Password:

FIG. 46 HI

http://www.brandkeysystems.com/bk_systems/a_launch_user_add-1.html

Page 1 of 2

Brandkey*	

Client Account: DISNEY

Client Account No: 7145001

Assign Valbhava Muchhal access to any available Service by checking it from the list below.

User Name: John Smith

Standard Demonstration Mode

> Control Panel for Generating Service-Provider-Specific Virtual Klosks

* Control Panel for Generating Product-Specific Virtual Klosks Service-Specific Virtual Klosks Scortrol Panel for Generating Vendor-Specific Virtual Klosks

Virtual Klosk Generation Suite contains:

Brandkey Deliver

* Control Panel for Hosting Brand Building Web Resources

Brand Building Web Resources Hosting Suite contains:

* Control Panel for Managing Brand Information Network

Brand Information Network Management Suite contains:

Brandkey Create

Sortrol Panel for Generating Corporate-Specific Virtual Klosks - Control Panel for Generating Industry-Specific Virtual Klosks Sontrol Panel for Generating Retailer-Specific Virtual Klosks

*Control Panel for Installing Product-Specific Virtual Klosks

Virtual Klosk Installation Suite contains:

http://www.brandkeysystems.com/bk_systems/a_launch_user_add-2.html

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Virtual
Service-Specific
installing (
Panel for I
* Control

- Sontrol Panel for Installing Vendor-Specific Virtual Klosks
- Sontrol Panel for Installing Service-Provider-Specific Virtual Klosks
- ☐ * Control Panel for Installing Retailer-Specific Virtual Klosks
- Security Specific Virtual Klosks
- 🔲 » Control Panel for Installing Corporate-Specific Virtual Klosks

Brandkey Advertise

☐ Virtual Klosk Advertising Campaign Management Suite contains:

Control Panel for Managing Advertising Campaigns

Brandkey Promote

Virtual Klosk Promotional Campaign Management Suite contains:

⋄ Control Panel for Managing Promotional Campaigns

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http://www.brandkeysystems.com/bk_systems/a_launch_user_add-2.html

Control Panel for Administering Usors

Brandkey Systems Subsystem

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Seprot/Edit User

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The New User, Valbhava Muchhal has been added. Please review and confirm the User Information below. If any information is not correct, then click Edit to correct and update.

John First Name:

Middle Name:

Smith Last Name:

203-555-0777 Phone Number:

smith@disney.com 203-555-0778 E-mail Address: Fax Number:

John User Name:

Smith Smith Confirm Password: Password:

Active:

Brandkey Create

- Brand Information Network Management Suite contains:
- » Control Panel for Managing Brand Information Network
- X Brand Building Web Resources Hosting Suite contains:
- Control Panel for Hosting Brand Building Web Resources

F16, 46 HY

http://www.brandkeysystems.com/bk_systems/a_launch_user_add-3.html

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Brandkey Deliver

Brandkey Systems Subsystem

Virtual Klosk Generation Sufte contains:

✓ » Control Panel for Generating Product-Specific Virtual Klosks

X * Control Panel for Generating Service-Specific Virtual Klosks

🗶 » Control Panel for Generating Vendor-Specific Virtual Klosks

Control Panel for Generating Service-Provider-Specific Virtual Klosks

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Control Panel for Generating Retailer-Specific Virtual Klosks
 Control Panel for Generating Industry-Specific Virtual Klosks

* Control Panel for Generating Corporate-Specific Virtual Klosks

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Virtual Klosk Installation Suite contains:

* Control Panel for Installing Product-Specific Virtual Klosks

X » Control Panel for Installing Service-Specific Virtual Klosks

* Control Panel for Installing Vendor-Specific Virtual Klosks

Control Panel for Installing Service-Provider-Specific Virtual Klosks

X * Control Panel for Installing Retailer-Specific Virtual Klosks

Control Panel for Installing Industry-Specific Virtual Klosks

* Control Panel for Installing Corporate-Specific Virtual Klosks

Brandkey Advertise

Virtual Klosk Advertising Campaign Management Suite contains:

Control Panel for Managing Advertising Campaigns

Brandkey Promote

Virtual Klosk Promotional Campaign Management Suite contains:

Control Panel for Managing Promotional Campaigns

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http://www.brandkeysystems.com/bk_systems/a_launch_user_add-3.html

Control Papel for Administering Accounts

Brandkey

Brandkey Systems Subsystem

Update Available Services Update Company Info 🕟 Update Admin Info

Certify Ad Agents - | Certify Promo Agents

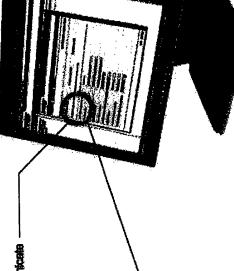
Standard Demonstration Mode

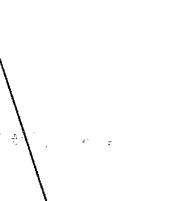
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.





and Entity liberity

You may edit the Brand Entity

Client Account: C

FIG 46II

http://www.brandkeysystems.com/bk_systems/a_launch_account.html

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Submit

Brandkey Systems Subsystem

Page 1 of 1

Jontrol Panel for Administering Accounts

Brandkey.

Certify Promo Agants Edit Brand Entity Info . | Certify Ad Agents Update Available Services Ubdate Company Info

Standard Demonstration Mode

User Name: John Smith	Cilent Account No: 7145001	Cilent Account: DISNEY
	7	

You may update Client Information here.

Client Address:

Client Name:

E-mail Address:

Company Website:

Contact Person:

Contact Phone Number:

Contact Fax Number:

Contact E-mail Address:

MiN:

SPIN:

United States 🐘

Country:

Phone Number:

Fax Number:

Zip/Postal Code:

All United States

City: State: F16.46I2

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Brandkey Systems Subsystem

Page 1 of 1

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Control Punction Administering Accounts Ocrity Premo Agents Standard Demonstration Mode			
Certify Ad Agents	User Name: John Smith	cess Rights.	Ë
Uodate Availabie Services Edf. Brend Entity Info	Cilent Account No: 7145001	ere. Click Next to edit your Administrator Acc Phone Number: Fax Number: E-mail Address:	Confirm Password:
Brandkey Usdate Company Info Usdate Company Info Usdate Acomir 145	☐ Client Account: DISNEY	You may update your Administrator Information here. Click Next to edit your Administrator Access Rights. First Name: Middle Initial: Last Name: E-mail Address:	User Name:

j

FIG 46I3

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-1.html

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Certify Promo Age 11s

Standard Demonstration Mode

Sprinks user a select rights

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

Automotive

12:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Brand Manager Relationship of Administrator to Legal Owner:

Brandkey Create

Brand Knowledge Network Management Suite contains:

Control Panel for Managing Brand Knowledge Network

☐ Brand Building Web Resources Hosting Suite contains:

* Control Panel for Hosting Brand Building Web Resources

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http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-2.html

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Brandkey Systems Subsystem

Brandke)

Certify Promo Agents

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

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Brandkey Create

- Brand Information Network Management Suite contains:
- Control Panel for Managing Brand Information Network
- Brand Building Web Resources Hosting Suite contains:
- Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Klosk Generation Sulte contains:

- Sontrol Panel for Generating Product-Specific Virtual Klosks
- * Control Panel for Generating Service-Specific Virtual Klosks
- Sontrol Panel for Generating Vendor-Specific Virtual Klosks
- Sortrol Panel for Generating Service-Provider-Specific Virtual Klosks w Control Panel for Generating Retailer-Specific Virtual Klosks
 - w Control Panel for Generating Industry-Specific Virtual Klosks
- Virtual Klosk Installation Suite contains:

FIG. 46 ISA

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-2.html

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Page 2 of 2

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Brandkey Advertise

Virtual Klosk Advertising Campaign Management Sulte contains:

* Control Panel for Managing Advertising Campaigns

Brandkey Promote

Virtual Klosk Promotional Campaign Management Suite contains:

Control Panel for Managing Promotional Campaigns

FIG. 46ISB

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-2.html

Service-Specific Virtual Klosks

Sontrol Panel for Installing Vendor-Specific Virtual Klosks

Sontrol Panel for Installing Service-Provider-Specific Virtual Klosks

 ^{**}Control Panel for Installing Retaller-Specific Virtual Klosks

Control Panel for Installing Industry-Specific Virtual Klosks
 Control Panel for Installing Corporate-Specific Virtual Klosks

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Brandkey Systems Subsystem

Brandkey

Edit Brand Entity Info 🕠 Certify Ad Agants 🕟 Gertify Promo Agents Update Company Info

Standard Demonstration Mode

Soldin median in the control of the

Cilent Account: DISNEY

User Name: John Smith Cilent Account No: 7145001 Your Administrator Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

John First Name:

Middle Name:

Smith Last Name:

203-555-0778 203-555-0777 Phone Number: Fax Number:

smith@disney.com E-mail Address:

John User Name: Smith Smith Confirm Password: Password:

Active:

Brandkey Create

Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

* Brand Building Web Resources Hosting Suite contains:

Control Panel for Hosting Brand Building Web Aesources

FIG. 46IG

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-3.html

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Brandkey Deliver

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Brandkey Systems Subsystem

Page 2 of 3

Virtual Klosk Generation Suite contains:

- * Control Panel for Generating Product-Specific Virtual Klosks
- * Control Panel for Generating Service-Specific Virtual Klosks
- X » Control Panel for Generating Vendor-Specific Virtual Klosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Klosks
- ◆ Control Panel for Generating Retailer-Specific Virtual Klosks
- * Control Panel for Generating Industry-Specific Virtual Klosks

* Control Panel for Generating Corporate-Specific Virtual Klosks

Virtual Klosk Installation Suite contains:

- * Control Panel for Installing Product-Specific Virtual Klosks
- X » Control Panel for Installing Service-Specific Virtual Klosks
- * Control Panel for Installing Vendor-Specific Virtual Klosks
- ◆ » Control Panel for Installing Service-Provider-Specific Virtual Klosks
- X * Control Panel for Installing Retailer-Specific Virtual Klosks
- * Control Panel for Installing Industry-Specific Virtual Klosks
- X * Control Panel for Installing Corporate-Specific Virtual Klosks

■Brandkey Advertise

- Virtual Klosk Advertising Campaign Management Suite contains:
- Control Panel for Managing Advertising Campaigns

■Brandkey Promote

- X Virtual Kiosk Promotional Campaign Management Suite contains:
- Control Panel for Managing Promotional Campaigns

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Edit Confirm

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-admin-3.html

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Mode
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	_22	
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
You may update the list of Services avai which you wish to add access. Your requ Services.	lable to your Client Account here. Uncheck any Serviest for Additional Services will be sent to your Acco	You may update the list of Services available to your Client Account here. Uncheck any Services you no longer wish to access. Check any Services to which you wish to add access. Your request for Additional Services will be sent to your Account Manager for review and approval of the requested Services.
Brandkey Create		
Brand Information Network Management Suite contains:	ement Suite contains:	
 Control Panel for Managing Brand Information Network 	rand Information Network	
Rand Building Web Becomes Hoetha Suite contains:	setton Stife contains.	

Brandkey Deliver

❖ Control Panel for Hosting Brand Building Web Resources

Virtual Klosk Generation Suite contains:

- Control Panel for Generating Product-Specific Virtual Klosks Sortrol Panel for Generating Service-Specific Virtual Kiosks
- * Control Panel for Generating Vendor-Specific Virtual Klosks
- □ » Control Panel for Generating Service-Provider-Specific Virtual Klosks Control Panel for Generating Retailer-Specific Virtual Klosks
- * Control Panel for Generating Industry-Specific Virtual Klosks
- Sontrol Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Klosk Installation Suite contains:

FIG. 46I8

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)

Scontrol Panel for Installing Product-Specific Virtual Klosk Service-Specific, Virtual Kiosk lostalling Service-Specific, Virtual Kiosk

Brandkey Systems Subsystem

Control Panel for Installing Vendor-Specific Virtual Klosk Control Panel for Installing Service-Provider Specific Virtual Klosk Control Panel for Installing Retailer-Specific Virtual Klosk	·
_	
 Virtual Klosk Advertising Campaign Management Suite contains: Control Panel for Managing Advertising Campaigns Brandkey Promote 	
 ✓ Virtual Klosk Promotional Campaign Management Suite contains: ➤ Control Panel for Managing Promotional Campaigns 	

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-services.html

5/5/2003

Brandkey

Update Available Services | Edit Brand Entity Info Update Company Info 🔅 Update Admin Info

Certify Promo Agents

Control Penel for Administering Accounts

Standard Demonstration Mode

That in Strate and Security

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

.

Your request to update your Avallable Services has been sent to your Account Manager, who will review the request and update your Client Account appropriately.

Once your Services have been updated, you will receive an e-mail from your Account Manager advising you that your request has been approved.

If you requested Additional Services and the request has been approved, then you will need to assign Users to those Services.

If you requested for Services to be removed, then Users' Access Rights to those Services will be automatically removed by the System when those Services are removed from your Client Account.

FIG. YETIO

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-services-2.html

6/16/2003

Control Panel for Administering Accounts

)

Jodate Company Irio

Brandkey Systems Subsystem

Certify Ad Agents) Edit Brand Entity Info

Certify Promo Agents

Standard Demonstration Mode

WATER SHEWS SOUNDS IN STREET

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

US Trademark Registration Number:

Product/Service Category:

Year Brand Entity was Established:

Legal Owner of Brand Entity:

Automotive

Relationship of Administrator to Legal Owner: Brand Manager

Add Trademarks:

Next.

PIG 46III

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-1.html

5/5/2003

Brandkey

Certify Ad Agents Update Company Info

Control Panel for Administering Aecounts

Page 1 of 1

Certify Promo Agents

Standard Demonstration Mod

ACKI New Brand Smity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. Click the Add Trademarks button to add new Trademarks or Servicemarks for the Brand Entity you entered on this screen. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

••	
Name	
Entity	
Brand	

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Automotive

17

307/1046

Brand Manager

Relationship of Administrator to Legal Owner:

Year Brand Entity was Established:

130

Next. **Addininademarks**

Brandkey.

re Admir Info Uodate Available Services Edit Brot

Update Company Info

Edit Brand Entity Info

Certify Ad Agents | Ce

its | Dertify Promo Agents

Control Panel for Administering Accounts

Standard Demonstration Mode

AND TRACEMENTISENIEMEN PARTOLIC

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Trademarks for the new Brand Entity added to your Client Account. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please enter the Service Marks for the new Brand Entity added to your Client Account. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image flie, select it, and then click Update to upload the selected image flie to the Service Mark Portfolio.

Click the Next button to edit existing Brand Entitles linked to your Client Account.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

. ..

New File-Based Trademark/Service Mark:

BS/ACJB

300/1046

FIG 46 IIZ

5/5/2003

TV GX

Update

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-1b.html

Page 1 of 1

etre! Panel for administering Accoun

Brandkey.

Brandkey Systems Subsystem

Standard Demonstration Mod

Select Brand Entity.

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Please select the Brand Entity you wish to edit by clicking on the Brand Entity Identification Number.

Brand Entity Identification Number	Trademark (TM) / Servicemark (SM)	Product Descriptor (PD) / Service Descriptor (SD)	US Trademark / Servicemark Registration No.	Legal Owner of Brand Entity	Relationship of Administrator to Legal Owner
<u>68600-0866066</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u> </u>	Here will go the servicemark	Here will go the service description	990930-00939	legal owner brand	relationship
<u> 62600-0266066</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
9909930-00939	Here will go the servicemark	Here will go the service description	62600-0266066	legal owner brand	relationship
62600-0266066	Here will go the	Here will go the service	62600-0266066	legal owner brand	relationship

44 | 4 Back 12345 Wext > | >>

FIG. 467 13

5/5/2003

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-2.html

Subsystem
Systems
Brandkey

Page 1 of 1

rei Panel for Administering Accounts

Standard Demonstration Mode

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Certify Promo Age 115

ESTITION STREET ENTIRES

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Brand Entity Information here. Click Submit to save the changes you make.

Brand Entity Identification Number:

Here will go the trademark

09009876-09

Here will go the product despription

Here will go the service despription

Automotive

Product/Service Category:

Product Descriptor (PD): Service Descriptor (SD):

Brand Entity Name:

120

US Trademark/Servicemark Registration Number: 098909388-098

Name of owner **Brand owner**

Brand Manager

Relationship of Administrator to Legal Owner:

Year Brand Entity was Established:

Legal Owner Brand:

Back

FIG. 46IH

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-3.html

Doatror Panol for Administering Accounts

Certify Promo Agents Edit Brond Entity Info Certify Ad Agents Update Available Services Usdate Company Info

Standard Demonstration Mode

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Please edit the Trademarks for the selected Brand Entity. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please edit the Service Marks for the selected Brand Entity. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Servicemark Portfolio.

Click the Update button to save your changes.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Image-Based Trademark/Service Mark:

New Text-Based Trademark/Service Mark:

311/1046

5/5/2003

Next

Update

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-3b.html

Standard Demonstration Mode

STEAMER AND STANDARD THE STREET

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Your Brand Entity Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Brand Entity Identification Number:

09009876-09

Here will go the brand entity name

Here will go the product description

Product Descriptor (PD): Service Descriptor (SD):

Brand Entity Name:

Here will go the service description

Automotive

Product/Service Category:

US Trademark/Servicemark Registration Number: 098909388-098

Brand owner

Legal Owner Brand:

312/1046

Year Brand Entity was Established:

Brand Manager Relationship of Administrator to Legal Owner:

Portfolio of Trademarks (TM)/Service Marks (SM):

9117 51J

5/5/2003

http://www.brandkeysystems.com/bk_systems/a_launch_account_edit-4.html

313/1046

Control Panel for Administering Accounts

Brandkey

Update Available Services Opdate Company IoSo 🕠 Update Admin Info

Edit Brand Entity Info

)

Certify Ad Agents

Certify Promo Agents

Standard Demonstration Mode

Client Account: DISNEY

User Name: John Smith Client Account No: 7145001

nie lonowing Advertising Agents nav any Advertising Agents, simply unche	e been granted permissi ock their Certified status	on to use the brandkey Syster and click the Submit button.	ne rollowing Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behaif of your Client Account. To decertify any Advertising Agents, slinply uncheck their Certified status and click the Submit button.	Sertify
Advertising Agents	Contact	Phone	E-mail Certified	üffied
Nike	John Smith	203-345-0900	jsmith@nike.com	[2]
Compusa	John Smith	203-345-0900	Jsmith@compusa.com	5
IBM	John Smith	203-345-0900	smith@ibm.com	[2]
	•			

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

Advertising Agents Nike	Contact John Smith	Phone 203-345-0900	E-mail Ismith@nike.com	Certified [
	John Smith	203-345-0900	jsmith@compusa.com	
	John Smith	203-345-0900	jsmith@lbm.com	

FIG YEILT

http://www.brandkeysystems.com/bk_systems/a_launch_account_certify-ad.html

5/5/2003

Submit

http://www.brandkeysystems.com/bk_systems/a_launch_account_certify-ad.html

Brandkey Systems Subsystem

315/1046

Usdate Company Info

Edit Brand Entity Info | Certify Ad Agents

Line Gentify Promo Agenta

Standard Demonstration Mod

Consideration and the property of the control of th

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Promotional Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your CLient Account. To decertify any Promotional Agents, simply uncheck their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Zike	John Smith	203-345-0900	jsmith@nike.com	Σ
Compusa	John Smith	203-345-0900	jsmith@compusa.com	D
IBM	John Smith	203-345-0900	Jsmith@ibm.com	Σ
	-			

The following Promotional Agents have not yet been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Acocunt. To certify any Promotional Agents, simply check their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	Jsmith@nike.com	
Compusa	John Smith	203-345-0900	jsmith@compusa.com	
IBM	John Smith	203-345-0900	jsmith@ibm.com	
	. 2:			

FIG 46 II9

http://www.brandkeysystems.com/bk_systems/a_launch_account_certify-promo.html

5/5/2003

http://www.brandkeysystems.com/bk_systems/a_launch_account_certify-promo.html

Submit

Brandkey Systems Subsystem

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Standard Demonstration Mode

County (Paris) for Authorities and County Acts of County (Sec.)

View/Edit AdiPromo Privileges For Installed Virtual Kiosks

Brandkey

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

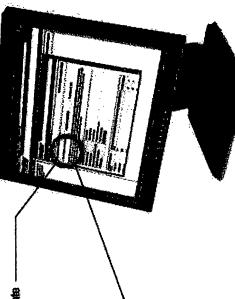
Create interactive Brand information Networks designed to communicate

essential value and character associated with your branded essential value and character associated

essential value and.

Client Account: Clen

You may Update the list



FIG, 46JI

http://www.brandkeysystems.com/bk_systems/a_launch_adpromo.html

6/16/2003

Brandkey Systems Subsystem

View:Edit AdiPromo

Salect Ultrual Rivake

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

The following Virtual Klosks have been installed. Click on the Virtual Klosk Serial Number to view detailed information about the Types of Advertisement and Promotion Privileges assigned to the Virtual Klosk.

Virtual Klosk Serial Number	Virtual Klosk Name	Virtual Klosk Type	Virtual Klosk installation Location	Privilege Type
Virtual Klosk ID 1	Virtual Klosk name 1	Virtual Klosk Type 1	Virtual Klosk Type 1 Virtual Klosk Installation Location 1	Privilege Type 1
Virtual Klosk ID 2	Virtual Klosk name 2	Virtual Klosk Type 2	Virtual Klosk Type 2 Virtual Klosk Installation Location 2	Privilege Type 2
Virtual Klosk ID 3	Virtual Klosk name 3	Virtual Klosk Type 3	Virtual Klosk Type 3 Virtual Klosk Installation Location 3	Privilege Type 3
Virtual Klosk iD 4	Virtual Klosk name 4	Virtual Kiosk Type 4	Virtual Kiosk Type 4 Virtual Kiosk Installation Location 4	Privilege Type 4
Virtual Klosk ID 5	Virtual Klosk name 5	Virtual Klosk Type 5	Virtual Klosk name 5 Virtual Klosk Type 5 Virtual Klosk Installation Location 5	Privilege Type 5

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http://www.brandkeysystems.com/bk_systems/a_launch_adpromo_retailer-1.html

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Control Panel for Administering Ad/Prome Privileges

Brandke)

View/Edit AdiProma Privileges For Installed Virtual Klosks

Sales verifier to the

Standard Demonstration Mode

ASSERTATION PRINTEGES

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Update the list of Vendors and Service Provide's who have been assigned Advertisement and Promotional Privileges on the selected Virtual Klosk. To Remove a Vendor or Service Provider from the list, simply uncheck the Shared checkbox. To make a Vendor's or Service Provider's Privileges exclusive, simply select the Exclusive radio button. To assign more Vendors or Service Providers to the selected Virtual Klosk, click on the Add Vendor/Service Provider button. Click the Submit button to save your changes.

Virtual Klosk ID Virtual Klosk ID:

Virtual Klosk Name Virtual Klosk Name:

Virtual Klosk Type Virtual Kiosk Type:

Virtual Klosk Installation Location Virtual Klosk Installation Location:

Virtual Klosk Installed By Virtual Klosk Installed By:

Privilege Type:

Not Allowed

Vendor/Service Provider

Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN) Shared Exclusive

MIN 1

Vendor name 1

MIN 2 Vendor name 2 MIN3 Vendor name 3 MIN 4 Vendor name 4

Vendor name 5

MIN 5

FIG. 46 T3

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http://www.brandkeysystems.com/bk_systems/a_launch_adpromo_retailer-2.html

6/16/2003

5/5/2003

http://www.brandkeysystems.com/bk_systems/a_launch_adpromo_retailer-2.html

Brandkey Systems Subsystem

Brandkey

View/Edit Ad/Promo Priv?

Standard Demonstration Mode

Search for Vendon

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Klosk:

Vendor/Service Provider Name:

Manufacturer Identification Number (MIN)/ Service Provider Identification Number (SPIN):

State:

Zip/Postal Code:

Country:

All United States

321/1046

United States

http://www.brandkeysystems.com/bk_systems/a_launch_adpromo_retailer-3.html

5/5/2003

Control Penal for Administering Adm

Brandkey*

View/Edit Ad/Proma Priv.) eges For Installed Virtual Kiosks

Assegn Vendore

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Select the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Klosk. Check the Shared checkbox to assign Shared Privileges. Select the Exclusive radio button to assign Exclusive Privileges for a specific Vendor/Service Provider.

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	No. of Products/Services on Virtual Klosk	Shared	Exclusive	
Vendor Name 1	MIN 1	1000		0	
Vendor Name 2	MIN 2	1000		o	
Vendor Name 3	MIN 3	1000		0	
Vendor Name 4	MIN 4	1000		0	
Vendor Name 5	MIN 5	1000		0	

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44 4 Back 12345 Ment | | |

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Home i About Us | Investors | Garaers | Site Map | Contact Us | Help | Login

F16-47A1 Create interactive Brand Information Networks designed to iens Senedits – Branchinfernation Nethors Management Su communicate the essential value and character Brandkey deliver http://www.brandkeysystems.com/bk create/index create.html **Brand Information Networks** Create associated with your branded products and services. Brandkey oreate · Brandkey Create **Tutorials**

6/6/2003

Brandkey Create Subsystem

EPE.

Page 1 of 1

Hame | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey Create Subsystem Benefits - Standard Demonstration Mod

Brandkey promote

Brandkey advertise

Brandkey systems

Brand Managers

Advertising Agents

Promotional Agents

Full Service Agents

Marketing Consultants

* Brand Consultants

Trademark Attorneys

Brandkey Create^{ma;} Subsystem employs the latest advances in cognitive science and learning theory to enable brand managers and their team members to simply create and deploy multi-level interactive audio-visual models of product brands represented in the Brand Knowledge Networks.

These Brand Knowledge Networks are constructed upon a network of brand-building information links located at the nodes in the Brand Knowledge Network. Each node in the Network can be encoded with brand-identifying graphics and audio clips selected by the brand manager's team and will build and reinforce the Brand image intended by the brand management team ..

By bolstering the intended Brand Image associated with each brand entity registered with the Brandkey SystemsTM Network, brand management teams can effectively combat the forces of brand-related confusion, erosion and dilution created by marketplace clutter.

The results of delivering Brand Knowledge Networks to consumers at internet-based touchpoints before, during and after

consumers learn about and remember what is relevant and important about the particular brand entitles represented by the delivered Brand Knowledge Network;
 but the manager and powerful brands increase the level of influence that brand manager's have along the manufacturer's distribution channels.

F16,47AZ

Hame | About Us | Investors | Careers | Site Map | Contact Us | Help | Log.n Brand Information Network Management Suite - Standard Demonstration Mode Create Interactive Brand Information Natworks designed to communicate the essential value and character. Manage Brand Information Networks User Name: John Smith Brandkey advertise Create interactive Brand Information Networks designed to communicate Cilent Account No: 7145001 designed to communicate the essential value and character. Configure Branded Products and Services Create Interactive Brand Information Networks Manage Branded Products and Services the essential value and character. Cilent Account: DISNEY for Managing Brand Information Network Launch Control Panel Brandkey systems

F16, 44B

16/2003

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Gordon Panel for managing fusing information withwell

Select Brand Entity

Client Account: DISNEY

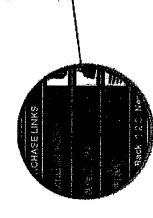
Cilent Account No: 7145001

User Name: John Smith

Create interactive Brand information Networks designed to communicate the essential value and character associated with your branded

esservial value and character associated

essential value and.



F16 4782

http://www.brandkeysystems.com/bk_create/m_control_panel-2.html

Select Brand Entity

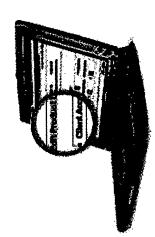
Select Brand Entity

Client Account: DISNEY

Cilent Account No: 7145001

Standard Demonstration Mod

User Name: John Smith



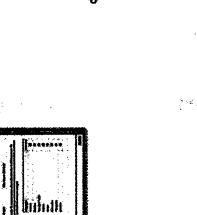
Create interactive Brand information Networks designed to communicate

the essential value and character.

Manage Branded Products and Services

Manage Brand Information Networks

designed to communicate the essential value and character. Create Interactive Brand Information Networks



-16, 47B3

Brandkey Create Subsystem

328/-1046

Standard Demonstration Mod

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Please select the Brand Entity associated with your Client Account, on which you currently wish to work.

Brand Entity: Brand Entity 1

4864 BH

Select

6/16/2003

http://www.brandkeysystems.com/bk_create/m_control_panel_select-entity-1.html

Control Panel for Managing Brand Information Network

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Key meter

Select Brand Entity Edit Select Fame

7

Select Brand Snaty

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Brand Entity 2 has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Continue

FIG. 47BS

http://www.brandkeysystems.com/bk_create/m_control_panel_select-entity-2.html

Control Panel for Managing Brand Information Network

Brandkey

Select Brand Entity

Canfigure Control Panel

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mod

Control Pane 16 Meneging Beand Information Newsork

Client Account: DISNEY

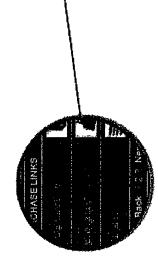
Client Account No: 7145001

User Name: John Smith

Create interactive Brand Information Networks designed to communicate the

essential value and character associated with your branded essential value and character associated

essential value and.



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Control Panel for Managing Brand Information Notwo

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Manage Product Data Links

Brandkey.

Select Brand Entity

| Carfigure Control Panel | K

Standard Demonstration Mode

Configure Contra Parel

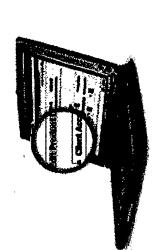
Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create interactive Brand information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create interactive Brand Information Networks designed to communicate the essential value and character.

F16.47B7

Select Brand Entity

Brandkey Create Subsystem

gure Contro. Panel

Manage Product Data Links

Standard Demonstration Mode

Setalimber of Modes

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Vendor's Products.

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Service Provider's Services.

Maximum Number of Active Nodes: 3

1>-

FIG 4788

6/16/2003

Next

Control Panel for Managing Brand Information Network

Select Brand Entity

Standard Demonstration Mode

Select Wode Indizes

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Select the different Indices which you wish to activate for each Node in your Brand Information Networks.

- Activate Text Support at Node Link-Indexing
- Activate Node Label Font Link-Indexing
- Activate Graphic Image Supported at Node Link-Indexing
- Activate Sound File Supported at Node Link-Indexing
- Activate Pre/Post-Purchase Type Link-Indexing
- ✓ Activate Brand Identification Link-Indexing
- Activate Purchase Enabling Link-Indexing
- Activate Advertisement/Promotion Link-Indexing
- S Activate Brand Value Indication Measurement
- Activate Brand Value Voting Selection

F19 4789

6/16/2003

Next

http://www.brandkeysystems.com/bk_create/m_control_panel_configure-2.html

Control Panel for Managing Brand Information Network

)

Configure Contro. Pagel

Select Brand Entity

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mod

Selectivodellanguages

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Languages you wish to have available for creating Data Link Records. To add a Language, click on the checkbox for that Language. To remove a Language, uncheck the checkbox for that Language. If you remove a Language which has Data Link Records associated with it, then those Data Link Records shall be reset to the default Language which is English. Click Finish to save your changes.

Language

Selected

Language

Spanish

French

English

Selected

Canadian French

Catalan

Finnish

Japanese

Dutch Italian

German

Chinese

Danish

Brazilian

Austrian

Portuguese Norwegian

Swedish

FEBRE

F16, 47810

Control Panol for Managing Brand Information Network

Select Brand Entity

Standard Demonstration Mode

Client Account: DISNEY

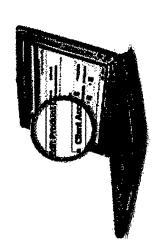
Cilent Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate

the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks

designed to communicate the essential value and character.

F19, 47811

Select Brand Entity

Standard Demonstration Mode

Indiana de la companya de la company

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

This service will be implemented in a future release.

F16, 47 B12

6/16/2003

http://www.brandkeysystems.com/bk_create/m_control_panel_string_import.html

Control Panel for Managing Brand Information Network

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Configure Control Panel Salect Brand Entity

Manage Product Data Links

Standard Demonstration Mode

Symptom Service Data String Records

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Search for the Product Data String Record you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

Universal Product Number 😿

<u>ښ</u>

Search for the Service Data String Record you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Service Data String search.

337/1046

Search for Brandkey Data String Record:

. .

Universal Service Number

12.

Standard Demonstration Mode

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F16, 47B13

http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html

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4

User Name: John Smith

Select the Product Data String you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
62600-0266066	lomega	Jaz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
<u>60600-0266066</u>	Trek, ink	Trek® Cycles 2002

Select the Service Data String you wish to View/Edit, by dicking on its Universal Service Number.

44|4Back 12345 Next▶|▶▶

Universal Service Number	Brand Entity Name	Service Name
<u>62600-0266066</u>	Trek, ink	Trek® Cycles 2002
9909930-00939	iomega	Jaz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
62600-0266066	Nike	Just Do It
<u>68600-086666</u>	Trek, ink	Trek® Cycles 2002
	// 44 4Back 12345 Next ▶	

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Standard Demonstration Mode

Client Account No: 7145001
Client Account: DISNEY

User Name: John Smith

You may Edit the Product Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

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http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html

Brandkey Create Subsystem

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Here will go the Product Description Here will go the Trademark Here
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You may edit the Service Data String Information here. Cilck Update to save your changes. Cilck Back to return to the Search Results.

Universal Service Number Type:	5/		
Universal Service Number (USN):	9909930-00939		
Service Descriptor (SD):	Here will go the Service Description	Description	
Servicemarks (SM):	Here will go the Servicemark		Here will go the Servicemark
		Here will go the Servicemark	Here will go the Servicemark
	☐ Here will go the Servicemark		
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Brandkey Create Subsystem

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Standard Demonstration Mode

Somen seements and State Records Comment specifications string records

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Product Data String Information has been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Universal Product Number Type:

Universal Product Number Type

990930-00939 Universal Product Number (UPN): Here will go the Product Descriptor

Product Descriptor (PD):

Trademarks (TM):

Here will go the Trademark

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Your Service Data String Information has been saved. Pisase review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Universal Service Number Type:

9909930-00939

Universal Service Number Type

Universal Service Number (USN):

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemarks (SM):

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Here will go the Servicemark

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http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html

Brandkey Create Subsystem

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Control Panel for Managing Brand Information Network

Brandkey

Select Brand Entity

Manage Product Data Strings

Product Data Links

Standard Demonstration Mode

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STATE OF THE STATE A CONTROL OF TARREST AND A STATE OF THE STAT

Enter the required Brand-Related Keys (UPN/TM/PD) for the Product Data String Record. Click Add to save the new Product Data String Record to your list of Product Data Strings. User Name: John Smith Client Account No: 7145001 Client Account: DISNEY

15 Universal Product Number (UPN): Universal Product Number Type:

Product Descriptor (PD):

Trademarks (TM):

Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

☐ Here will go the Trade Mark

Here will go the Trademark

Enter the required Brand-Related Keys (USN/SM/SD) for the Service Data String Record. Click Add to save the new Service Data String Record to your list of Service Data Strings.

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):

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http://www.brandkeysystems.com/bk_create/m_control_panel_string_create.html

Brandkey Create Subsystem

343/1046 Standard Demonstration Mode The new Product Data String Brand-Related Keys (UPN/TM/PD) have been saved. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update. AddiNew Here will go the Servicemark Here will go the Servicemark Here will go the Trademark Here will go the Trademark User Name: John Smith Here will go the Servicemark Here will go the Trademark TECHNISM SEWARESTICE DESCRIPTION Here will go the Product Descriptor Client Account No: 7145001 Universal Product Number Type Here will go the Trademark Here will go the Trademark Here will go the Servicemark Here will go the Servicemark 990930-00939 CONTRACTOR NOT A TOTAL CONTRACTOR OF THE PERSON OF THE PER Universal Product Number (UPN): Universal Product Number Type: Product Descriptor (PD): Client Account: DISNEY Trademarks (TM): Servicemark (SM):

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Confirm

Edit

FIG. 47BIA

The new Service Data String Brand-Related Keys (USN/SM/SD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

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Brandkey Create Subsystem

Universal Service Number Type Universal Service Number Type:

9909930-00939 Universal Service Number (USN): Here will go the Service Descriptor Service Descriptor (SD):

Servicemark (SM):

Here will go the Servicemark

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Brandkey

Brandkey Create Subsystem

| Capfigure Control Panel

Pontrol Panel Representation of Analysis Propulation Strings

Standard Demonstration Mod

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Cilent Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

This service will be implemented in a future release.

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Control Panel for Managing Srand Information Netwo

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Select Brand Entity

Life at Card answers

igs Manage Product Data Links

Standard Demonstration Mode

Manage Productions and was

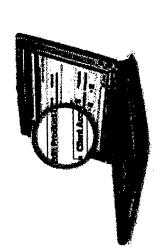
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create interactive Brand information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create interactive Brand information Networks designed to communicate the essential value and character.



Brandkey*

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Select Brand Entity Configure Control Panel	rol Panel Strings Product Data Strings Resided Strings Standard Demons
Search for Product Data String Records	Servator Service Data Suitog Recolds
Client Account: DISNEY	Cilant Account No: 7145001 User Name: John Smith
Search for the Product Data String Record whose Trademark, Product Descriptor, Brand Entity Nan Key from the dropdown list, and then click Search	Search for the Product Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Emity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.
Peter String Record:	
_	Universal Product Number
Search for the Service Data String Record whos Servicemark, Service Descriptor, Brand Entity N Related Key from the dropdown list, and then cli	Search for the Service Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand- Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

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Search

Universal Service Number

Search for Brandkey Data String Record:

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347/1046

Standard Demonstration Mode

Select Product Data Stand Repord Select Service Data String Record

Cilent Account No: 7145001

Client Account: DISNEY

| User Name: John Smith | P1 6, 47 822

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Page 2 of 2

Select the Product Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Product Number.

		Annaly Anna A
Universal Product Number	Brand Entity Name	Product Name
8500-0536	Trek, Ink	Trek® Cycles 2002
0000030-00030	lomega	Jaz® Discs 2002
0000030-00030	Gatorade	Gatorade USA 2002
<u>2202300 00200</u> 0000030-00030	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002
	27 m	

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Select the Service Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number 9909930-00939 9909930-00939 9909930-00939 9909930-00939	· ·	Brand Entity Name Trek, Ink Iomega Gatorade Nike	Service Name Trek® Cycles 2002 Jaz® Discs 2002 Gatorade USA 2002 Just Do it
9909930-00939		Trek, lnk	Fek® Cycles 2002

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Brandkey

Configure Control Panel

Select Brand Entity

Manage Product Data Strings

Wanage Product Data Links

Standard Demonstration Mode

Service Service south and the Krissolvice

E Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs). Click (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes, Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

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Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs), associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

6500-056066 Universal Service Number (USN):

Servicemark (SM):

Service Descriptor (SD):

Here will go the Service Descriptor

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9H	Here will go the Servicemark	4	
	,		
ACTIVE	V All Active Links	iks All Inactive Links	All Links
URL at Node:			
Text at Node:			
Node Label:	,		
Graphic image Supported at Node:			2.85 Mg - 2.35
Sound File Supported at Node:			
Type of Purchase Link:	. O Pre-Purch	O Pre-Purchase Link O Post-Purchase Link	
Index as Brand Entity Link:	O Yes	2 0	
Index as Purchase Enabling Link:	O Yes	ê O	
Index as Advertisement/Promotional Link:	O Advertisement	nent O Promotion	
Enable Advertisement/Promotion Spot Selection:	n: O Advertisement	nent O Promotion	
Data Link Languages:	☐ English	<u></u>	German
	Dutch Brazilian	Italian Chinese Chinese	Danish Austrian Finnish Norwegian
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Enable Brand Value Voting:

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Control Panel for Managing Brand Information Network

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Configure Control Panel

Sale of Brand Entity

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mode

User Name: John Smith

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Cilent Account: DISNEY

Cilent Account No: 7145001

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs). Click Click associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

65600-0566066 Universal Product Number (UPN):

Here will go the Product Descriptor

Product Descriptor (PD)

Trademark (TM):

Here will go the Trademark

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

880830-00838

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

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Type of Purchase Link:		O Pre-Purch	O Pre-Purchase Link O Post-Purchase Link	t-Purchase Link	
Index as Brand Entity Link:		O Yes	g O		
Index as Purchase Enabilng Link:		O Yes	e O		
Index as Advertisement/Promotional Link:		O Advertise	O Advertisement O Promotion	otion	
Enable Advertisement/Promotion Spot Selection:	Ë	O Advertise	O Advertisement O Promotion	otion	
Data Link Languages:	-	English	Spanish	French	German Japanese
·	S. Silver	Dutch	talian talian	Chinese	Chinese Danish Austrian

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Page 3 of 3

Brandkey Create Subsystem

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Control Panel for Managing Brand Information Notwork

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Select Brand Entity

Manage Product Data Strings

Standard Demonstration Mode

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Manage Product Data Links

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User Name: John Smith

Cilent Account No: 7145001 Cilent Account: DISNEY Below is a list of all the Active Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Trademarks (TM):

Here will go the Product Descriptor

Here will go the Trademark

Below is a list of all the Active Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

6800-0866066

Here will go the Service Descriptor

Service Descriptor (SD):

Servicemark (SM):

Here will go the Servicemark

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Brandkey Create Subsystem

Anstra	ALL ACTIVE LINKS	All Inactive Links	All Links
bel Language:			
URL at Node http://www.nike.com/sneakers/pump-air.html	Text at Node here will go the text at node		
http://www.nike.com/sneakers/pump-air.html	here will go the text at node		
http://www.nike.com/sneakers/pump-air.html	here will go the text at node		
http://www.nike.com/sneakers/pump-air.html	here will go the text at node		
http://www.nike.com/sneakers/pump-air.html	here will go the text at node		

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Control Panel for Managing Brand Information Notwork

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Brandkey Create Subsystem

Canfigure Control Panel Select Brand Entity

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mode

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Below is a list of all the Inactive Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

62600-0266066

Product Descriptor (PD):

Trademark (TM);

Here will go the Trademark

Here will go the Product Descriptor

Here will go the Trademark

Below is a list of all the Inactive Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed Information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

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Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

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Brandkey Create Subsystem

Here will go the Servicemark

Here will go the Servicemark

Page 2 of 2

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All Active Links

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Select Data Link Language:

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here will go the text at node

http://www.nike.com/sneakers/pump-air.html

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Control Panel for Managing Brand Information Network

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Select Brand Entity

Configure Control Panel

Manage Product Data Links

Standard Demonstration Mode

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Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

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Universal Product Number (UPN):

9909930-00939

Here will go the Product Descriptor

Product Descriptor (PD):

Trademark (TM)

Here will go the Trademark

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Here will go the Trademark

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

62600-0266066

Service Descriptor (SD)

Here will go the Service Descriptor

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Page 2 of 2

Here will go the Servicemark Here will go the Servicemark

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All fractive Links

All Active Links

Select Data Link Language:

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Text at Node

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http://www.nike.com/sneakers/pump-air.html

http://www.nike.com/sneakers/pump-air.html

URL at Node

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Control Panol for Managing Srand Information Network

Manage Product Data Links

Standard Demonstration Mode

Selecture Diaptery Schemes

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

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Please select the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Please select the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

 Pre/Post Purchase Display Schema Brand Information Network Display Schema:

O Simplex Display Schema

O Complex Display Schema

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Manage Product Data Links

Standard Demonstration Mode

STREET, STREET

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Customization options for the selected Display Schema. Click Next to preview your selections.

Background Color:

Background Image:

Node Label Font Color:

Node Label Font:

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Next

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Brandkey

Select Brand Entity

Manage Product Data Links

Standard Demonstration Mode

Confort the viscles seems

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

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Please raview the customized Display Schema for the Service Data Links (URLs) associated with the selected Service Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

place representation of Pre-Post Purchase Display Schema here

Confirm

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Control Panel for Managing Brand Information Network

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Control Pariel

Select Brand Entity

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Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mode

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Scorts Cilent Account No: 7145001 Cilent Account: DISNEY

User Name: John Smith

Search for the Product Data String Record for which you wish to Add a New Product Data Link (URL). You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

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Search for Brandkey Data String Record:

15.

Universal Product Number

Search for Service Data String Records

8

Search for the Service Data String Record for which you wish to Add a New Service Data Link (URL). You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

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Search for Brandkey Data String Record:

Universal Service Number

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Standard Demonstration Mode

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http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

Select the Product Data String for which you wish to Add'a New Product Data Link (URL), by clicking on its Universal Product Number.

Brand Entity Name	Trek, Ink Trek® Cycles 2002	lomega Jaz® Discs 2002	. Gatorade Gatorade USA 2002	Nike Just Do It	Trek, Ink Trek® Cycles 2002
Universal Product Number	9909930-00939	65600-0666666	62600-0266066	62600-0266066	<u>65600-0566066</u>

44|4Back 12345 Bext | | |

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

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Holyersal Service Number	Brand E	Brand Entity Name		Service Name
800000000000000000000000000000000000000	Trek, Ink			Trak® Cycles 2002
	lomega			Jaz® Discs 2002
	Gatorade	•		Gatorade USA 2002
9909930-00939	Nike			Just Do It
9909930-00939	Trek, Ink			Trek® Cycles 2002
	44 4 Back	12345	Mext'> >>	

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Standard Demonstration Mode

		_
	User Name: John Smith	Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data String.
ma Priodera estra sintereceptes (Sous de Souvier Dans Interacional)	Client Account No: 7145001	roduct Date Link Record. Click Add to save the ne
Editation Products Dates salitics Blooding	F Client Account: DISNEY	Enter the required information for the new F String.

F16,47B2S http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

5/6/2003

User Name: John Smith

Cilent Account No: 7145001

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number. Client Account: DISNEY

Product Name **Brand Entity Name**

Trek, Ink lomega

Universal Product Number

9909930-00939 9909930-00939

Trek® Cycles 2002

Gatorade USA 2002 Jaz® Discs 2002

Trek, ink

Gatorade

9909930-00939 9909930-00939 9909930-00939

Trek® Cycles 2002 Just Do It

j

#ext ▶ | ▶ ▶ **44| 4Back** 12345 Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number

9909930-00939 990930-00939 990930-00939 9909930-00939

990930-00939

Gatorade USA 2002 Trek® Cycles 2002 Trek® Cycles 2002 Jaz® Discs 2002 Service Name Just Do It **Brand Entity Name** Gatorade Trek, ink Trek, Ink lomega Nike =

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Standard Demonstration Mode

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Client Account: DISNEY

Client Account No: 7145001

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data User Name: John Smith

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Brandkey Create Subsystem

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String.

9909930-00939 Universal Product Number (UPN):

Product Description (PD):

Here will go the Product Description

Trade Mark (TM):

Here will go the Trademark

)

Enter the required information for the new Service Data Link Record. Click Add to save the new Service Data Link Record for the indicated Service Data String.

Universal Service Number (USN):

Service Description (SD):

Servicemark (SM):

9909930-00939

Here will go the Service Description

Here will go the Servicemark

Here will go the Servicemark

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Here will go the Servicemarkk

URL at Node:

Text at Node:

Node Label:

6/16/2003

Graphic Image Supported at Node:					# 6 . (i) . (ii) . (ii)	a A	
Sound File Supported at Node:					Special Section of the Section of th		
Type of Purchase Link:	0	Pre-Purchase Li	Ę O	O Pre-Purchase Link O Post-Purchase Link			
Index as Brand Entity Link:	0	O Yes	ફ O	Q.			
Index as Purchase Enabilng Link:	0	O Yes	0	No			
Index as Advertisement/Promotion Link:	0	O Advertisement		O Promotion			
Enable Advertisement/Promotion Spot Selection:	0	O Advertisement		O Promotion			
Data Link Language:		English	Spanish	French	German	Japanese	
		Dutch	Italian	Chinese	Danish	Austrian	
		Brazilian	anadi	Canadian French Catalan	Finnish	Norwegian	
		Portuguese M Swedish	wedisl	_			
Enable Brand Value Voting:	0	O Yes	0	% O			
Active Node:	•	; ;	C	2			

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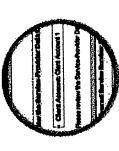
Leunch Control Panel for Hosting Brand Building
Web Resources

E Cilent Account: DISNEY

Cilent Account No: 7145001 User Name: John Smith

View Branded Products, Services, and Branded Information Networks

Create Interective Brand Information Networks designed to communicate the essential value and character.

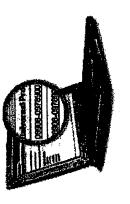


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Manage Brand Building Resources

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Create interactive Brand information Networks designed to communicate the essential value and character.



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Brandkey

Select Brand Entity

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Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

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Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Create interactive Brand information Networks designed to communicate the essential value and character associated with your branded

essential value and character associated

essential value and.



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http://www.brandkeysystems.com/bk_create/a_control_panel-2.html

Brandkey

Select Brand Entry Back of Indianie 371/1046

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Standard Demonstration Mode

Saled Brand Emby

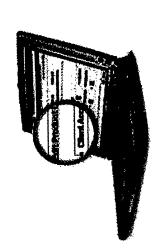
Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create interactive Brand information Networks designed to communificate the essential value and character.



Manage Brand Information Networks

Create interactive Brand information Networks designed to communicate the essential value and character.



Brandkey

Select Brand Entry

Select Brand Emily

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

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Please select the Brand Entity associated with your Client Account that you currently wish to work on:

Brand Entity: Brand Entity 1

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Select

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http://www.brandkeysystems.com/bk_create/a_control_panel_select-entity-1.html

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Standard Demonstration Mode

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Control Panel for Mesting Brand Building Web Resources

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Pane 1 of 1

Brandkey Select Brand Entry Sale of Bramer Carries

Cilent Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

The BE1 Brand Entity has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Condinue

FIG. 47CS

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Select Brand Entity

Manage Brooklot Date

Data Links Wahag

Manage Information Resources

Standard Demonstration Mode

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Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Create interactive Brand information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



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Control Panel for Hesting Brand Building Web Resources

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Standard Demonstration Mode

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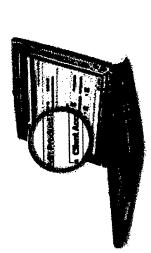
Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create interactive Brand information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

designed to communicate the essential value and character. Create interactive Brand Information Networks

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Standard Demonstration Mode

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User Name: John Smith

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Brandkey Select Brand Entity

Manage Product Data Links

Manage Information Resources

Control Panel for Hosting Srand Building Web Resources

Standard Demonstration Mode

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SECURIOR SERVICES CARROST INC.

Cilent Account No: 7145001

E Client Account: DISNEY

User Name: John Smith

Search for the Product Data String Record you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

 $\mathcal{D}_{\lambda}^{(i)}$ By: Universal Product Number Search for the Service Data String Record you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click Search to initiate the Service Data String Search.

By: Universal Service Number Search for Brandkey Data String Record:

42

Client Account: DISNEY

Cilent Account No: 7145001

http://www.brandkeysystems.com/bk_create/a_control_panel_string_search.html

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Brandkey Create Subsystem

Select the Product Data String you wish to View by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
65600-0566066	Brand Entity Name	Trek® Cycles 2002
0909930-00939	Brand Entity Name	Jaz® Discs 2002
62600-0286066	Brand Entity Name	Gatorade USA 2002
68600-0866066	Brand Entity Name	Just Do It
65600-0586066	Brand Entity Name	Trak® Cycles 2002

44|4Back 12345 Next | | | | | | |

}

Select the Service Data String you wish to view by clicking on its Universal Service Number.

Universal Product Number	Brand Entity Name	Service Name
9909930-00939	Brand Entity Name	Trek® Cycles 2002
62600-0266066	Brand Entity Name	Jaz® Discs 2002
60600-0686066	Brand Entity Name	Gatorade USA 2002
62600-0266066	Brand Entity Name	Just Do It
62600-0266066	Brand Entity Name	Trek® Cycles 2002

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Standard Demonstration Mode

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Cilent Account No: 7145001
Client Account: DISNEY

User Name: John Smith

Please review the Product Data String Information. Click continue to return to the search results page.

FIG. 47C9

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9909930-00939 Universal Product Number (UPN):

13

Brandkey Create Subsystem

Product Description (PD):

Here will go the Product Description

Trademarks (TM):

Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

Here will go the Trademark Here will go the Trademark

Please review the Service Data String information. Click continue to return to the search results page.

Universal Service Number (USN):

9909930-00939

Service Description (SD):

Servicemark (SM):

Here will go the Servicemark

Here will go the Service Description

Here will go the Servicemark

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Control Panel for Hosting Brand Building Web Resources

Brandkey Select Brand Entity

Manage Information Resources

Standard Demonstration Mode

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Client Account: DISNEY

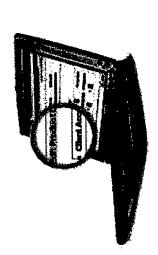
Cilent Account No: 7145001

User Name: John Smith

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Manage Branded Products and Services

Create interactive Brand information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.)



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Select Brand Enfity

Manage Product Data Strings

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mod

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Segretary Service (Pales String) Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Product Data String Record:

By: Universal Product Number

12

Search for the Service Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Service Data String Record:

12. By: Universal Service Number

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F Client Account: DISNEY

Client Account No: 7145001

Select the Product Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Product Number.

Universal Product Number

9909930-00939 990930-00939 990930-00939 990930-00939 9909930-00939 #ext ▶ | ▶

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User Name: John Smith

Gatorade USA 2002 Trek® Cycles 2002 Trek® Cycles 2002 Jaz® Discs 2002 Product Name Just Do It Brand Entity Name **Brand Entity Name** Brand Entity Name **Brand Entity Name** Brand Entity Name Brand Entity Name

Select the Service Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Service Number.

Brand Entity Name Brand Entity Name Universal Service Number

990930-00939

9909930-00939

Gatorade USA 2002

Trek® Cycles 2002

Just Do It

Trek® Cycles 2002

Service Name

Jaz® Discs 2002

Brand Entity Name Brand Entity Name Brand Entity Name Brand Entity Name

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Select Brand Entity

Manage Product Data Strings

Manage Product Data Links

Manage Information Recourses

Standard Demonstration Mode

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Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs). Click Back (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data (URLs) associated with the selected Product

Universal Product Number (UPN):

Data String.

65600-0566066

Here will go the Product Description

Product Descriptor (PD):

Trademark (TM):

Here will go the Trademark

You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs). associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Description

Servicemark (SM):

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Here will go the Servicemark Here will go the Servicemark Here will go the Servicemark Here will go the Servicemark

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Page 2 of 3

All Inactive Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Pre-Purchase Link Yes

Post-Purchase Link

Advertisement

Promotion

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Yes

Index as Purchase Enabling Link:

Index as Brand Entity Link:

Type of Purchase Link:

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Enable Advertisement/Promotion Spot Selection: Index as Advertisement/Promotional Link:

Promotion Advertisement

Canadian French Italian Brazilian Dutch

Norwegian

Finnish Danish

Catalan Chinese

Japanese Austrian

German

French

Spanish

🗸 English

Node Label Languages:

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Swedish

Portuguese

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Brand Value indication Measurement:

Active Node:

Enable Brand Value Voting:

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Yes

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Select Brand Entity

Wanage Product Data.Strings

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs). Click Back (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

66000-066066

Product Descriptor (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark

You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Link Records (URLs). (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

62600-0266066

Service Descriptor (SD):

Here will go the Service Description

Servicemark (SM):

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URL at Node:

Text at Node:

Node Label:

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Node Label Font Color: Black

Graphic image Supported at Node:

Sound File Supported at Node:

Pre-Purchase Link

Yes

Index as Brand Entity Link:

Type of Purchase Link:

Yes Index as Supply Channel Related Link: Advertisement index as Advertise/Promote Link:

Enable Brand Value Voting:

Brand Value Indicator Scale:

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Active Node:

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Background Image

Background Color

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44|4Back 12345 Next | | | Pre-Post Purchase

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Brandkey Create Subsystem

Page 3 of 3

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Pre-Post Purchase

Product-Specific Virtual Klosks Deploy Schema

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view

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Retailer-Specific Virtual Kiosks Deploy Schema

view

Simplex

Vendor-Specific Virtual Klosks Deptoy Schema

view

Control Panel for Hosting Srand Building Web Resources

Brandkey Create Subsystem

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Manage Product Data Strings

Select Brand Entity

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

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Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the Product Data Link information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Klosks.

Universal Product Number (UPN):

9909930-00939

Here will go the Product Description Product Description (PD):

Trademark (TM):

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Please review the Service Data Link information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand information Network display on the Virtual Klosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD)

Here will go the Service Description

Servicemark (SM):

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Page 2 of 2

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Select Brand Link Language:

URL at Node

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All Inactive Links

ALL ACTIVE LINKS

here will go the text at node here will go the text at node hare will go the text at node here will go the text at node here will go the text at node Text at Node http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html

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Control Panel for Heeting Stand Building Web Resources

Manage Product Data Strings Select Brand Enfity

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Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

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COMPANY CONTRACTION OF THE STATE STATES

Cilent Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Please review the Product Data Link information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand information Network display on the Virtual Klosks.

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60600-0066066 Universal Product Number (UPN):

Product Description (PD):

Trademark (TM):

Here will go the Product Description

Here will go the Trademark

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Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Klosks.

Universal Product Number (UPN):

68600-0866066

Product Description (PD):

Here will go the Service Description

Servicemark (SM):

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http://www.nike.com/sneakers/pump-air.html

http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html

http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html

URL at Node

here will go the text at node here will go the text at node here will go the text at node

Text at Node

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Select Brand Link Language:

All Active Links

Brandkey Create Subsystem

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Control Panel for Healing Brand Building Web Resources

Select Brand Entity

Brandkey

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Manage Proceed Data Strings

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

Company Production and Service Company

Cilent Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

6800-0856066 Universal Product Number (UPN):

Here will go the Product Descriptor

Product Descriptor (PD):

Trademarks (TM):

Here will go the Trademark

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

990930-00939

Service Descriptor (SD):

Servicemark (SM):

Here will go the Service Descriptor

Here will go the Servicemark

Here will go the Servicemark

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Here will go the Servicemark Here will go the Servicemark

Here will go the Servicemark

All Inactive Links

All Active Links

Active

Select Brand Link Language:

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here will go the text at node Text at Node

> http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html

URL at Node

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> http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-alr.html

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Brandkey Create Subsystem

Standard Demonstration Mode

Cilent Account: DISNEY

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Cilent Account No: 7145001

User Name: John Smith

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Control Panel for Hesting Brand Building Web Resources

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Pregnot Date Strings

Select Brand Entity

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

STATE OF BUILDING STREET STATES STATES

Santa far Santa Dala Stine Records

Cilent Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Product information Resources you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

37 By: Universal Product Number Search for the Service Data String Record whose related Service Information Resources you wish to View/Edit. You may search by Universal Service Number, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By: Universal Service Number 😴

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Standard Demonstration Mode

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search.html

5/6/2003

Select the Product Data String Record whose Product Information Resources you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
08908-0978900	Brand entity name	Product Name
08908-0978901	Brand entity name	Product Name
08908-0978902	Brand entity name	Product Name
08908-0978903	Brand entity name	Product Name
98908-0978904	Brand entity name	Product Name

44|4Back 12345 Next⊁|▶▶

j

Select the Service Data String Record whose Service Information Resources you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number		Brand Entity Name	Service Name
08908-0978900	- 1	Brand entity name	Service Name
08908-0978901	 9.5 ·	Brand entity name	Service Name
<u>08908-0978902</u>		Brand entity name	Service Name
<u> 08908-0978903</u>		Brand entity name	Service Name
<u>08908-0978904</u>		Brand entity name	Service Name

44|48ack 12345 Next≯|▶▶

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http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search.html

Brandkey Create Subsystem

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Brandkey

Control Panel for Hosting Brand Building Web Resources

Select Brand Entity

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

Selection and interest of the second second

Select Server Information Resolution Report

User Name: John Smith Client Account No: 7145001 Client Account: DISNEY

Select the Product Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Product Information Resource for the selected Product Data String Record.

J

Select the Service Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Service Information Resource for the selected Service Data String Record.

Upload Date 09/05/02 11/20/02 11/20/02 12/09/02 12/09/02 Node Label Node Label Node Label Node Label Node Label Node Label http://www.nike.com/sneakers/pump.html http://www.nike.com/sneakers/pump.html http://www.nike.com/sneakers/pump.html http://www.nike.com/sneakers/pump.html http://www.nike.com/sneakers/pump.html

Mext ▶ | ▶▶ 12345 AA ABeck

Madal News Information Resource 199.0

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FIG, 47C 16B

http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search-2.html

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Control Panel for Hesting Brand Building Web Resources

Brandkey

Salact Brand Entity Grindle Trans Again The Febr

Manage Presuct Data Strings

Manage Product Data Links

Manage Information Recourses

Standard Demonstration Mode

THE SERVE SHIP OF THE PROPERTY
EARLY SECTION INCIDENTIAL SECTION IN THE CARGON

User Name: John Smith

Enter the Information required below to Upload the Product Information Resource for the selected Product Data String Record. Click the Browse buttons to select the files to Upload. Client Account No: 7145001 E Client Account: DISNEY

Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.

Product/Service Information Resource File to Upload:

Product/Service Information Resource Supporting Files to Upload:

Product/Service Information Resource Creator/Author:

Product/Service Information Resource Owner:

Information Resource

Information Resource



Information Resource

Information Resource

Information Resource

Date Product/Service Information Resource was Created:

A CONTRACTOR updates Standard Demonstration Mod

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Communication in the contrast of the second continued in the contrast of the c

Client Account No: 7145001

Client Account: DISNEY

User Name: John Smith

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http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search-url.html

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Brandkey Create Subsystem

The Product Information Resource has been Uploaded. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

The Service Information Resource has been Uploaded. Please review and confirm the Information below. If any information is not correct, then click Edit to correct and update.

Product/Service Information Resource File to Upload:

on Resource File to Upload:

Product/Service Information Resource Supporting Files to Upload: Information Resource

Product/Service Information Resource Creator/Author:

Product/Service Information Resource Owner:

Date Product/Service Information Resource was Created:

Information Resource

Information Resource

Information Resource

Information Resource

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http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search-url.html

Control Panel for Hesting Brand Building Web Resources

nstration Mode

	Ween Renting (Spreads Service Information) Reference		Standard Demo
f Client Account: DISNEY	Cllent Account No: 7145001	User Name: John Smith	
Please fill in the following information to earlier.	wing information to upload the files you wish to use as additional Product Data Links for the Product Data String Record you selected	tuct Data Links for the Product Data String Recon	d you selected
Please fill in the following information to earlier.	wing information to upload the files you wish to use as additional Service Data Links for the Service Data String Record you selected	dee Data Links for the Service Data String Record	d you selected

Information Resource Supporting Files to Upload:

information Resource File to Upload:

Information Resource Creator/Author:

Information Resource Owner:

Date Created:

PROF

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FIG, 47 CIBE

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Brandkey

Brandkey Deliver Subsystem

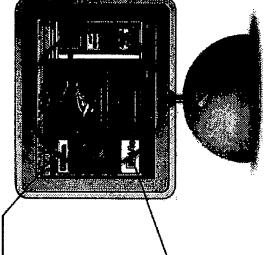
Brandkey systems

Tutorials • Brandley Deliver

Deliver

Multimode Virtual Klosks -

Deliver Multimode Virtual Klosks to Consumers at Web-Enabled touchpoints to develop Consumer Brand Knowledge about your branded products and services.



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http://www.brandkeysystems.com/bk deliver/index deliver.html

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Brandkey Deliver Subsystem

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Brandkey Deliver Subsystem Benefits - Standard Demonstration Mode

Brandkey systems

Advertising Agents

* Brand Managers

Promotional Agents

Full Service Agents

Marketing Consultants

* Brand Consultants

* Trademark Attorneys

The Brandkey Deliver M. Subsystem enables brand managers, their agents and others to simply generate Java-based multimode Virtual Klosks for deployment at any consumer Internet-based touch point-using simple point and click operations - without requining the skills of advanced Java programmens. This Brandkey M. Subsystem enables each and every deployed Virtual Klosk to be simply activated and deactivated with the click of a control button located on the subsystem's instrumentation console.

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http://www.brandkeysystems.com/bk_deliver/index_benefits.html

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Brandkey systems

Brandkey promote

Virtual Kiosk Generation Suite - Standard Demonstration Mode

User Name: John Smith

Cilent Account No: 7145001

E Client Account: DISNEY

· Launch Control Panel for Generating Product-Specific Virtual Klosks · Launch Control Panel Service-Specific Virtual Klosks for Generating

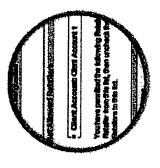
Launch Control Panel Vendor-Specific for Generating Virtual Klosks

for Generating Service-Provider-Specific Virtual Klosks · Launch Control Panel

· Launch Control Panel Retailer-Specific for Generating Virtual Klosks Launch Control Panel for Generating Industry-Specific Virtual Klosks Launch Control Panel for Generating Corporate-Specific Virtual Kloaks

Configure Multi-Mode Virtual Klosks

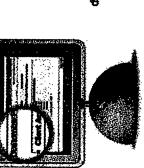
Create Interactive Brand Information Networks designed to comm the essential value and character.



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Customize Multi-Mode Virtual Kiosks

Create interactive Brand information Networks more designed to communicate the espential value and character more.





designed to communicate the essential value and character. Create Interactive Stand Information Networks

Deploy Multi-Mode Virtual Klosks

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Brandkey Deliver Subsystem

Configure P.S Virtual Klooks

Standard Demonstration Mode

Control Period Centernal Bang Product Spanish Ville Bank Control

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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Create interactive Brand information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

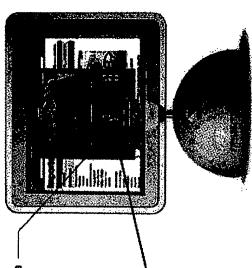


FIG. 4882

http://www.brandkeysystems.com/bk_deliver/m_launch_product.html

Standard Demonstration Mode

SERVED TO THE STATE OF THE STAT

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Product-Specific Virtual Klosk for all Product Data String Records?

O Yes

<u>8</u> .O

Do you wish to allow installation of Product-Specific Virtual Klosks by Consumers?

ջ O ⊙ Yes 405/1046

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FIG. 48B3

http://www.brandkeysystems.com/bk_deliver/m_launch_product_configure.html

Cantrol Panel for Generating Product Specific (* 5) Virtual Klasks

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Debloy P-S Virtual Klosks

Standard Demonstration Mode Activate P-S Virtual Kidsks

User Name: John Smith

Client Account No: 7145001

Cilent Account: DISNEY

Sentilioner of Renamen

Configure P.S Virtuo: Kioshs

Brandkey

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You have permitted the following Retailers to install Product-Specific Virtual Klosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Zip/Postal Code Country Active	Zip/Postal Code 1 Country 1	Zip/Postal Code 2 Country 2	Zip/Postal Code 3 Country 3	Zlp/Postal Code 4 Country 4	Zip/Postal Code 5 Country 5	a de la companya de l
	State 1 Zip			State 4 Zlp	State 5 Zip	A4 48904 12345 Best 1 14
	City 1 State 1	City 2 State 2	City 3 State 3	City 4 State 4	City 5 State 5	4

Retailer Name 2

Retailer Name 1 Retailer Name

Retailer Name 3

Retailer Name 4

Retailer Name 5

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Brandkey

Configure P-S Virtus Kiceks

Standard Demonstration Mode

Statuting Retailed III

Cilent Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Search for Retailers you wish to grant the right to install Product-Specific Virtual Klosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Retailer Search.

		₩		United States 🐺
Retailer Name:	Clay	Starte:	Zip/Postal Code:	Country:

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Search Back

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_configure-3.html

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Add Retailer

United States

Country

Zip/Postal Code

06903

Connecticut

Norwalk

State

Retailer Name Retailer Name 06903

Connecticut

Stamford

Retailer Name

06903

New York

New York

Retailer Name

06903

Connecticut Confiecticut

Norwalk

Retailer Name

06903

Starnford

Retailer Name

United States

United States

United States United States

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_configure-4.html

Brandkey.

Create P-S Virtual Kiosks Configure P.S Virtue: Kiosks

. | Activate P-S Virtual Klosks Deoloy P-S Virtual Kidaks Terregion of the contraction of Wedffy P-S Virtual Klosks

Standard Demonstration Mode

Select Resulting

User Name: John Smith Client Account No: 7145001 Client Account: DISNEY The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Product-Specific Virtual Klosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

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Brandkey Deliver Subsystem

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Brandkey

Cantrol Panel for Generating Product Specific (P. S) Virtual Kieske

Activate P-S Virtual Klosks Deploy P-S Virtual Kidaka Modify P-S Virtual Klosks Create P-S Virtual Kiosks Configure P.S Virtual Woaks

Standard Demonstration Mode

Servallowed in the restaurance

Client Account No: 7145001

Client Account: DISNEY

User Name: John Smith

You have permitted the following industrialists to install Product-Specific Virtual Klosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

	A T O		Zip/Postal Code	Country	Active
industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	
Industrialist Name 2	City 2	State 2	Zlp/Postal Code 2	Country 2	
Industrialist Name 3	City 3	City 3 State 3	Zlp/Postal Code 3	Country 3	
Industrialist Name 4	City 4	State 4	Zlp/Postal Code 4	Country 4	
Industrialist Name 5	City 5	State 5	Zlp/Postal Code 5	Country 5	

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Brandkey'

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Deploy P.S Virtual Kiosks Configure P.S Virtus' Kidsks Standard Demonstration Mode

Search for mountainsmen

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Industrialists you wish to grant the right to install Product-Specific Virtual Klosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the industrialist Search.

		D.		ted States
Industrialist Name:	Light State of the	State:	Zip/Postal Code:	Country: United States

Back

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FIG. 48B8

http://www.brandkeysystems.com/bk_deliver/m_launch_product_configure-6.html

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Control Panel for Generating Product Specific (7.5) Virtuel 9

Standard Demonstration Mode

		Standar
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
The following Industrialists matched your Specific Virtual Klosks associated with your	The following Industrialists matched your Search Offerfa. Check the Add Industrialist checkbox to grant the Industrialist the if Specific Virtual Klosks associated with voin Client Account Offer New to each your change Click Book to each only the contractions.	The following industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Product-Specific Virtual Klosks associated with your Client Account Client Account Appendix Client Book to Boo

City State Zip/Postal Code Country Add Industrialist Norwalk Connecticut 06903 United States Stamford Connecticut 06903 United States Now York New York 06903 United States Connecticut 06903 United States
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44 | 4 Back 12345 Bext > | >>

Back Next

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_configure-7.html

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Control Panel for Generating Product Sprictic (P.S) Virtual Klasks

Brandkey

Configure P.S Virtus' Kiosks

Modify P-S Virtual Kloska Create P-S Virtual Klosks

Activate P.S Virtual Klosks Deploy P.S Wirtual Klasks

Standard Demonstration Mode

Sett Shorter Pombers

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

You have Forbidden the following Domains from launching Product-Specific Virtual Klosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name

Forbidden

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Domain Name 1

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Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

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finish Mdd.Domain

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Brandkey

Control Pand for Generating Product Spacific (P. S. Virtua, Klesks

Activate P.S Virtual Kidsks

Standard Demonstration Mode

ACTIC STORTERS SERVICES

tes de la company de la compan

Configure P-S Vintual Kleaks

E Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to Forbid, e.g.: www.brandtamishingwebsite.com.

Root Domain Name:

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Brandey

Debloy P.S Virtual Kidaka

Control Panel for Senerating Product Senether in St Virtual Mosks

Standard Demonstration Mode

Section (Section Section Control Section Colors

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Product-Specific Virtual Klosks you will create in this section:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- Oual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- C Uni-Mode Display comprising: Brand Information Network Display Mode

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Control Panel for Generoling Product Specific (P. St. Virtual Klosks

Brandkey

Configure P-S Virtual Kloaks

Modify P-S Virtual Kibaka

Deploy P.S Virtual Kipsks

Activate P-S Vinual Kidaks

Standard Demonstration Mode

Seater for Producing

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Identify the Product Data String Records for which an associated Product-Specific Virtual Klosk will be created. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Product Search.

Search Criteria:

By: Universal Product Number

Search Bądk.

F16, 48CZ

http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-2.html

Brandkey.

Configure P-S Virtua, Kieska

Deploy P.S Virtual Klosks

Standard Demonstration Mode

Selectifications

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Select the Product Data Strings for which an associated Froduct-Specific Virtual Klosk will be created.

Universal Product Number (UPN) Trade Mark (TM) 9909930-00939 Here will go the trade 9909930-00939 Here will go the trade
mark Here will go the trade mark
Here will go the trade mark
Here will go the trade mark

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-3.html

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44|4Back 12345 NextF|FF

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Central Panel for Generating Praduct Specific (P. 3) Virtual Klaske

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| Activate P-S Virtual Kicoks

Deploy P-S Virtual Klosks Modify P-S Virtual Klosks

Standard Demonstration Mode

	User Name: John Smith		P-S Virtual Klosk P-S Virtual Klosk Serial Name	he 0900938-78383				
	Client Account No: 7145001	be created.	/ Product Descriptor (PD)	Here will go the description of the product.	Here will go the description of the product.	Here will go the description of the product.	Here will go the description of the product.	Here will go the description of the product.
	<u> </u>	t-Specific Virtual Klosk to	Trademark (TM)	Here will go the trade mark				
Natural Programmes V	Client Account: DISNEY	Select a Name for each Product-Specific Virtual Klosk to be created.	Universal Product Number (UPN)	990930-00939	9909930-00939	9909930-00939	9909930-00939	880830-00838

Next Back

F16, 48C4

http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-4.html

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Control Panel for Generaling Product Specific (P.S) Virtua, Kiosks

Activate P.S Virtual Klooks Dee by P.S Virtual Klosks Standard Demonstration Mode

THE PROPERTY OF THE PROPERTY OF THE

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Klosk you wish to Customize by clicking on the Product-Specific Virtual Klosk Name. When you have finished customizing the Product-Specific Virtual Klosks, click the Finish button..

Product-Specific Virtual Klosk Name

Trek® Cycles 2002 Jaz® Discs 2002

Product-Specific Virtual Klosk Serial Number 09890-0989

09890-0995

09890-1025 09890-1001

Gatorade USA 2002

Just Do III

Trek® Cycles 2002

6860-06860

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-5.html

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Centrol Panel for Generating Product Specific (P. 3: Virtual Klosks)

Brandkey

Configure P.S Virtua: Kidaks

1 Modify P-S Virtual Klosks

Activate P.S Vinual Klosks Debloy P.S Virtual Klosko

Standard Demonstration Mode

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Clent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Product-Specific Virtual Klosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Product-Specific Virtual Klosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Virtual Klosk

Product Logo:



15

Geometric Layout: square

Black Surface Texture:

Black Surface Color:

122

square **Button Style Set:**

12

Black **Button Color Set:**

10.

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-6.html

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-6.html

Brandkey Deliver Subsystem

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Configure P-S Virtual Kiasks

Centrol Panel for Generating Product Specific (P. S) Virtual Xiosks

Standard Demonstration Mode

Cilent Account: DISNEY

User Name: John Smith

Congratulations, you have created the following Product-Specific Virtual Klosks. You can now Modify or Deploy these Product-Specific Virtual Klosks. Cilent Account No: 7145001

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Klosk Name	P-S Virtual Klosk Serial Number
9909830-00839	Here will go the trade mark	Here will go the trade Here will go the description of mark	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the trade Here will go the description of mark	Here will go the description of the product.	0900938-78383
9909930-00839	Here will go the trade mark	Here will go the trade Here will go the description of mark	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the trade Here will go the description of mark	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the trade Here will go the description of mark	Here will go the description of the product.	0900938-78383

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Configure P-S Virtual Kloaks

Degley P.S Virtual Klosks

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Activate P-S Virtual Klosks

Standard Demonstration Mode

SALECTOR TO SECUE SERVICES SERVICES SERVICES

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

j

Select the Product-Specific Virtual Klosk you wish to Modify by clicking on the Virtual Klosk Name.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	Product-Specific Virtual Klosk Name
606004	mark	description of the product.	VIIIUAI MOSK HAIDE

rade Here will go the description of the product. Here will go the description of the product.	rade Here will go the description of the product. Here will go the description of the product.	rade Here will go the description of the product. Here will go the description of the product.
Here will go the trade	Here will go the trade	Here will go the trade
mark	mark	mark

9909930-00939

9909930-00939

9909930-00939

9909930-00939

Virtual Klosk name

Virtual Klosk name

Virtual Kiosk name

Virtual Klosk name

Here will go the description of the product. Here will go the description of the product. Here will go the trade mark

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_modify-1.html

Brandkey

Deploy P-S Wirtual Kiosks

Applyate P-S Virtual Klosks

Control Panel for Generaling Product Specific (P.S) Virtua: Klasks

Standard Demonstration Mode

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Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the Information for the selected Product-Specific Virtual Klosk. Click Update to save your changes.

60-92860060 Universal Product Number (UPN):

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Klosk Name:

Display Mode:

© Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand information Network Display Mode

O Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

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O Uni-Mode Display comprising: Brand Information Network Display Mode

Deployed-Activated

Virtual Klosk Status:

Back

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Brandkey Deliver Subsystem

Control Panel for Generaling Product Specific (P. St. Virtual Mosks

Standard Demonstration Mode

HOSTINATA STANDONIA STANDING A GUIST RATHER

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Product-Specific Virtual Klosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

60-97860060 Universal Product Number (UPN):

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Klosk Name: Here will go the Virtual Klosk Name

Virtual Klosk Mode:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Knowledge Network

Allow Consumer Installation:

94/1046

Virtual Kiosk Status:

Deployed-Activated

http://www.brandkeysystems.com/bk_deliver/m_launch_product_modify-3.html

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Brandkey Deliver Subsystem

Deploy P-S Virtual Kiosks

Standard Demonstration Mode

Rodin, the Product-Specific Wirkshill Cost.

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Product-Specific Virtual Klosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

09009876-09 Universal Product Number (UPN):

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Klosk Name: Here will go the Virtual Klosk Name

Virtual Klosk Mode:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

475/1046

Allow Consumer Installation:

Virtual Klosk Status:

Deployed-Activated

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Confirm

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_modify-3.html

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Des ay P-S Virtual Klosks

Activate P-S Virtual Klosks

Standard Demonstration Mode

Saledinament Engineering

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Product-Specific Virtual Klosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Product-Specific Virtual Klosk from any web page once the Brandkey(TM) Button and its
 accompanying Virtual Klosk Tag have been installed in the page.
- An HTML-Encoded Image for launching the Product-Specific Virtual Klosk from any web page once the Image and its accompanying Virtual Klosk Tag have been installed in the page. An HTML-Encoded Document for launching the Product-Specific Virtual Klosk from a Word or PDF Document once the Document containg its Virtual Klosk Tag have been downloaded.
- An HTML-Encoded Desktop Icon for launching the Product-Specific Virtual Klosk from any Computer Desktop once the Desktop Icon containing its Virtual Klosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Product-Specific Virtual Klosks will be launched:

426/1046

- HTML-Encoded Brandkey (TM) Button
- O HTML-Encoded Document
- O HTML-Encoded Image
- O HTML-Encoded Desktop Icon

FIG. 48EI

5/6/2003

Next

Standard Demonstration Mode

Selent Productson and an analyticality

Cilent Account: DISNEY

Select the Product-Specific Virtual Klosk(s) you wish to deploy.

Client Account No: 7145001

User Name: John Smith

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Here will go the description of the retailer. Here will go the description of the retailer. Here will go the description of the retailer. Here will go the description of the retailer. Here will go the description of the retailer.

Product-Specific Virtual Kiosk Name

Virtual Kiosk ID

9909930-00939 9909930-00939

9909930-00939 9909930-00939 9909930-00939

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44 | 4 Back 12345 Next > | >>

FIG. 48EZ

Back Mexi

6/17/2003

420/1046

Standard Demonstration Mode

Client Account: DISNEY	Client Account No: 7145001	145001	User Name: John Smith
Select the languages in which you wish to deploy the configured Product-Specific Virtual Klosks.	o deploy the configured Product-Sp	ecific Virtual Klosks.	
Language	Selected	Language	
English		Austrian	
	1	Brazilian	
Spanisn		Canadian French	
French		Catalan	
German		Elunish	
Japanese		Nongolog	
Dutch		TO MORE	
(Ballan		Portuguese	
Chinese		Swedish	
Danieh			

FIG. Y8E3A

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2b.html

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Activate P-S Virtual Klosks

Brandkey

Configure P-S Virtual Klosks

. . Dealoy P-S Virtual Kipsks

Standard Demonstration Mode

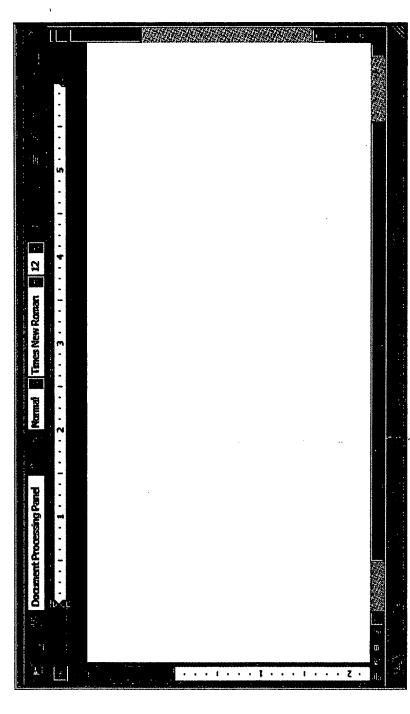
Server three and server by the feet three

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Create or import the document into which you wish to embed the Product-Specific Virtual Klosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.



MG. 7863B

http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2c.html

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2c.html

Brandkey Deliver Subsystem

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Brandkey

Standard Demonstration Mode

Selection mile monder, no carents commen

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

Microsoft Word Document format

O Adobe PDF Document format

YESE

Y S

http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2d.html

P. G. 4863D

6/17/2003

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Central Panel for Cencroting Product Severity (P. S) Virtual Klosks

Deploy P.S Virtual Kidsks

Activate P.S Vinual Klosks

Standard Demonstration Mode

Select a traction someone we treat Richard

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Klosk(s) you wish to deploy.

Virtual Klosk ID 9909930-00939

Product-Specific Virtual Klosk Name

Deploy

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Here will go the description of the retailer.

Here will go the description of the retailer.

9909930-00939 9909930-00939 9909930-00939 9909930-00939

Here will go the description of the retailer.

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3a.html

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Control Panel for Cenerating Product Specific

:4: L

Configure P-S Virtua Kidaks

Activate P-S Virtual Klosks

Standard Demonstration Mode

Selected

User Name: John Smith

Cilent Account No: 7145001

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3b.html

6/17/2003

Select the languages in which you wish to deploy the configured Virtual Klosks. Cilent Account: DISNEY Language Japanese Dutch Spanish French German Chinese Danish English Italian

Canadian French

Catalan Finnish

Brazilian

Austrian

Language

Selected

Portuguese

Swedish

Norweglan

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Brandkey

Control Panel for Generating Praduct Specific (P. 5) Virtus, Krosks

Configure P-S Virtual Kicoks

Des by P.S Virtual Kideks

Aptivate P-S Virtual Kidaks

Standard Demonstration Mode

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Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

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Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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Back

P19,48636

West

http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3c.html

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Configure P-S Virtual Kicaka

Dealey P.S Virtual Kiasks

Control Panel for Genorading Procuot Specimo

Activate P-S Virtual Kiosks

Standard Demonstration Mode

Sales and succession of the succession of

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded image you wish to create. You may resize both the images if you wish. The Secondary image shall always appear on top of the Base image.

j

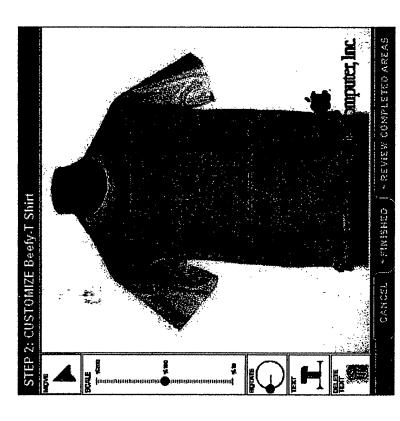


FIG. 48E3H

http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3d.html

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3d.html

Brandkey Deliver Subsystem

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Back Next

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Brandkey

Configure P-S Virtual Kicoks

Dep by P.S Virtual Kiosks

Aptivate P-S Vinual Klosks

Standard Demonstration Mode

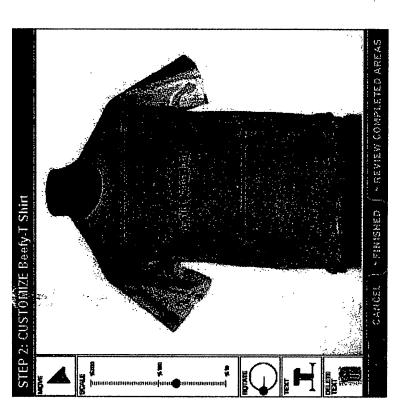
School of the Statement of the Santa

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Product-Specific Virtual Klosk.



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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3e.html

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3e.html

Brandkey Deliver Subsystem

Page 2 of 2

Back Next

Standard Demonstration Mode

Productespiecific/with Indians
STRUCTUOR

Client Account: DISNEY Client Account: DISNEY Client Account: DISNEY
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User Name: John Smith

Virtual Kiosk ID	Product Snactic Virtual Klock Name
9909930-00939	Here will go the description of the retailer.

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Deploy 0

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-4a.html

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Brandkey

Control Panol for Generaling Product Specific (7 St Vintual Klosks

tion Mode

Configure P-S Virtual Kidaks - Create P-S V	Create P-S Virtual Klosks	Modify P-S V	Modify P-S V rb.a) Kiosks	Deo cy P-S Virtual Kicaka	Activate P-S Virtual Kiosks
					Standard Demonstrati
Select Product Specific Unital Minal		I Man			
		:		:	
E Client Account: DISNEY	5	Cilent Account No: 7145001	145001	User Name: John Smith	
Select the languages in which you wish to de	you wish to deploy the configured Virtual Klosks.	rred Virtual Kios	ks.		
	3.1				
Language	A 4 6	Selected	Language		Selected
English	.£		Austrian		•
Spanish			Brazilian		
French	•		Canadian French		
German			Catalan		
Japanese	•		Noncompa		
Dutch			Dominion		
Italian			Portuguese		
Chinese			SWBCISII		■,
Danish					

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-4b.html

Dep by P-S Virtual Klosks

Standard Demonstration Mode

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

Back

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-4c.html

6/17/2003

roduct Specific (P.S. Virtual Klosks Control Panel for Generating

Brand

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Configure P-S Virtual Kidaka

Activate P-S Virtual Klosks

Standard Demonstration Mode

AND THE RESIDENCE OF THE PROPERTY OF THE PROPE 3

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement.

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-1d.html

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Standard Demonstration Mode

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Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The selected Product-Specific Virtual Klosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Product-Specific Virtual Klosks for Installation, you must first Activate them?

FIG. 48E5

http://www.brandkeysystems.com/bk_deliver@m_launch_product_deploy-1e.html

Configure P-S Virtual Kiasks

Dep.cy P.S Virtual Kiesks

Activate P.S Virtual Klosks

Standard Demonstration Mode

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	CONTROL OF THE PROPERTY OF THE PARTY OF THE	

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Activate/Deactivate Deployed Product-Specific Virtual Klosks

The Product-Specific Virtual Klosks listed below have been Deployed. You can Activate any of these Product-Specific Virtual Klosks by checking its Active checkbox. Click Update to save your changes.

ì

Product-Specific Virtual Klosk Serial Number

Here will go the min

Product-Specific Virtual Kiosk Name

Here will go the product name

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Here will go the product name

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Activate

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Standard Demonstration Mode

User Name: John Smith

Client Account No: 7145001

Client Account: DISNEY

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http://www.brandkeysystems.com/bk_deliver/m_launch_service.html

Page 1 of 1

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Standard Demonstration Mode

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Secson popularies extra contractions

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Service-Specific Virtual Klosk for all Service Data String Records?

۶ O O Yes Do you wish to allow installation of Service-Specific Virtual Klosks by Consumers?

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_configure.html

Configure StS Virtuel Klosks

SANSTANTING CONTROL OF

Activate S-8 Virtual Klosks

Standard Demonstration Mode

Ser Allower Remarks

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Retailers to install Service-Specific Virtual Klosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Active					
Country Country 1	Country 2	Country 3	Country 4	Country 5	
• -	2	စ္	4	٠.	
Zip/Postal Code Zip/Postal Code 1	Zip/Postal Code 2	Zip/Postal Code 3	Zip/Postal Code 4	Jp/Postal Code 5	
ជីជី	Ϊ́	Ϊ́	ដ	Ζ̈́Z	
State State 1	State 2	State 3	State 4	State 5	
City 1	City 2	Clty 3	Clty 4	City 5	
ime me 1	те 2	те 3	me 4	me 5	
Retailer Name Retailer Name 1	Retailer Name 2	Retailer Name 3	Retailer Name 4	Retaller Name 5	

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rabng Serves Speelite (8 S) Virtual Kiosks

Configure S.C Virtus Kibaks

Standard Demonstration Mode

Seaton for Receipting

Client Account: DISNEY

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User Name: John Smith Cilent Account No: 7145001 Search for Retailers you wish to grant the right to install Service-Specific Virtual Klosks associated with your Client Account. You can search by Name, City, State, Zlp/Postal Code and Country, Click Search to initiate the Retailer Search.

Retailer Name: Š State: Zip/Postal Code:

Country: United States

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Search

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_configure-3.html

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Deglay S-S Virtual Kloaks Create S-S Virtual Klosks Configure S-S Virtue: Klostus

Control Panel (et Generating Service-Spaelite (\$ 5) Mirtual Missks

Standard Demonstration Mod

Selectivedans

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Service-Specific Virtual Klosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

	tailer					
	Add Retailer					
•	^	United States	United States	United States	States	States
	Count	Cuited	United	United	United States	United States
	epo,					
	Zip/Postal Code	80690	06903	06903	06903	06903
	Zip	390	390	390	590	590
		cut	cut	<u>بد</u>	cut	ort
	State	Connecticut	Connecticut	New York	Connecticut	Connecticut
	chy	Norwalk	Stamford	New York	Norwalk	Starnford
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	Retailer Name	Retailer Name	Retailer Name	letailer Name	letailer Name	Retaller Name
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Brandkey

ng Service Specific is St Virtual Klosks Control Panol for General

Activate S-8 Virtual Kicsks Dee by S-S Virtual Kiesks Create S-S Virtual Kiecks Configure S-S Virtual Kibaka

Standard Demonstration Mode

Servencing industrialisms

User Name: John Smith

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You have permitted the following industrialists to install Service-Specific Virtual Klosks associated with your Client Account. If you wish to remove an industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list. Client Account No: 7145001 Client Account: DISNEY

Active Country 2 Country 3 Country 4 Country 5 Country 1 Country Zip/Postal Code 2 Zip/Postal Code 3 Zip/Postal Code 4 Zip/Postal Code 5 Zip/Postal Code 1 Zip/Postal Code State 3 State 4 State 5 State 1 State 2 State City 3 City 5 City 2 City 4 <u>Ş</u> 충 Industrialist Name 2 Industrialist Name 4 Industrialist Name 5 Industrialist Name 3 Industrialist Name Industrialist Name 1

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_configure-5.html

Brandkey

Configure S-S Virtus Klosks

Deploy S-S Virtual Klosks

Activate S-8 Virtual Klosks

Standard Demonstration Mode

Search for memorificials

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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Search for Industrialists you wish to grant the right to install Service-Specific Virtual Klosks associated with your Client Account. You can search by Name, City, State, Zp/Postal Code and Country. Click Search to initiate the Industrialist Search.

		15.		United States
ndustrialist Name:	City:	State:	Zip/Postal Code:	Country

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Search

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Control Panel for Generaling Service Specific

Brandkey

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Standard Demonstration Mode

Saleonmensum

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

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The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Service-Specific Virtual Klosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

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industrialist Name	Clfy	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	
Industrialist Name	Stamford	Connecticut	06903	United States	
Industrialist Name	New York	New York	80690	United States	
Industrialist Name	Norwalk	Connecticut	06903	United States	
Industrialist Name	Stamford	Connecticut	06903	United States	

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Next.

http://www.brandkeysystems.com/bk_deliver/m_launch_service_configure-7.html

FIG 4868

Control Panel for Generating Service Specific (5-5) Virtuel Klosks

Brandkey

Configure S-S Virtus' Klosts

Aptivate S-S Vinual Klosks

Standard Demonstration Mode

Section of the Contract of the

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have Forbidden the following Domains from launching Service-Specific Virtual Klosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Finish to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

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Brandkey

Configure S-S Virtus! Klosks

Dealay S-S Virtual Kiasks

Standard Demonstration Mode Activate S-8 Virtual Klosks

Control Panol for Generaling Service, Specific (8-5), Virtual Musika

ASSITESTIBLISM POWER TOTAL

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to Forbid, e.g.: www.brandfamishingwebsite.com.

Root Domain Name:

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_configure-9.html

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Standard Demonstration Mode

Dee oy S-S Virtual Kicaka

SHEEL STREET,
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Service-Specific Virtual Klosks you will create in this section:

Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

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- O Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- O Uni-Mode Display comprising: Brand Information Network Display Mode

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-1.html

Brandkey Deliver Subsystem

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Centrol Panol for Generating Service Specific 18-5) Virtual Klosks

dify S.S.V.rtu.a. Klosks Dea sy S-S.Virtual Klosks Activate

Standard Demonstration Mode

Search Threst wheel

Configure S-S Virtua, Kidaka

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Identify the Service Data String Records for which an associated Service-Specific Virtual Klosk will be created. You may search by Universal Service Number, Service Mark, Service Descriptor, Brand Entity Name or Service Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Service Search.

J

Search Criteria:

By: Universal Service Number

Search

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-2.html

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Standard Demonstration Mode

Here will go the description of the service.

Here will go the service mark

Service Mark (SM)

Universal Service Number (USN)

9909930-00939

990930-00339

990930-00939

9909930-00939

9909930-00939

Here will go the service mark

Service Descriptor (SD)

Select the Service Data Strings for which an associated Service-Specific Virtual Klosk will be created.

Here will go the description of the service.

Here will go the description of the service.

Here will go the service mark

Here will go the service mark

Here will go the service mark

Here will go the description of the service.

Here will go the description of the service.

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User Name: John Smith

Client Account No: 7145001

Client Account: DISNEY

Next Back

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-3.html

Brandkey.

Control Panel for Generating Service Specific (8-8) Virtu

. Greate S-2 Virtual Klosks - Modify S-8 Virtual Klosks

WEITHER STRUCKS SPECIFICATION IN THE WINDOWS

fedfiy S-S V rtus i Kios vs | Deo cy S-S Virtual Kios!

Standard Demonstration Mode

Client Account: DISNEY	Cller	Cilent Account No: 7145001	User Name: John Smith	n Smith
ed a Name for each Service-Specific Virtual Klosk to be created.	Specific Virtual Klosk to be	e created.		
iniversal Service Number JSN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Klosk Name	S-S Virtual Kiosk Seri Number
909930-00939	Here will go the service mark	Here will go the description of the service.		0900938-78383
909930-00939	Here will go the service mark	Here will go the service Here will go the description of the mark		0900938-78383
909930-00939	Here will go the service mark	Here will go the service Here will go the description of the mark		0900938-78383
909930-00939	Here will go the service mark	Here will go the service Here will go the description of the mark		0900938-78383
909930-00839	Here will go the trade service	Here will go the trade Here will go the description of the service.		0900938-78383

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-4.html

Brandkey.

Control Panel for Generating Service Specific (\$-51 Virtue: Klosks

Configure S.S. Virtuo, Kiosks Create S.S. Virtual Kloska

Kipaks Dea'ay S-S Virtual Kipaks Activate S-S Virtual Kipaks

Standard Demonstration Mode

CONTRACTOR SERVICES SECURIOR CONTRACTOR CONT

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Klosk you wish to Customize by clicking on the Virtual Klosk Name. When you have finished customizing the Service-Specific Virtual Klosks, click the Finish button..

Service-Specific Virtual Klosk Name

Trek® Cycles 2002 Jaz® Discs 2002

Service-Specific Virtual Klosk Serial Number

J

6860-06860

09890-0995

Gatorade USA 2002

Trek® Cycles 2002

Just Do III

09890-1025

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Brandkey

Configure S-S Virtual Kicaka

Deoloy S-S Virtual Klosks

Standard Demonstration Mode

Congret Panel for Generating Service Specific (8-8) Virtual Klossa

Activate S-8 Virtual Kipsks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Service-Specific Virtual Klosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Specific Virtual Klosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Service Logo:

Geometric Layout: square

Black 😴 Surface Texture:

Black Surface Color:

Ü

square Button Style Set:

1>

Button Color Set: Black

17

Virtual Klosk

F19, 48 HG

Section 1

http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-6.html

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-6.html

Brandkey Deliver Subsystem

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· - well.

Central Panel for Constating Service Specific (S.S) Virtual Klosks

Configure S-S Virtual Kicaka

Modify S-5 Virtual Kloska

Standard Demonstration Mode

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Congratulations, you have created the following Service-Specific Virtual Klosks, you can now Modify or Deploy these Service-Specific Virtual Klosks.

,				
Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Klosk Name	S-S Virtual Klosk Serial Number
65600-0566066	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909330-00339	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900838-78383
9909930-00939	Here will go the	Here will go the description of the service.	Here will go the description of the service.	0900938-78383

44 4 Back 12345 Next > | >

FIG. 78 H8

http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-7.html

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Brandkey

Cenfigure S-S Virtual Kicaka

Sentral Panel for Concrating Service Specific 18 St Virtual Klosks

Standard Demonstration Mode

SALECTED SERVICE SPECIFICATION OF THE SERVICE

Cilent Account: DISNEY

Cliant Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Klosk you wish to Modify by clicking on the Virtual Klosk Name.

9909330-00939 9909930-00939 9909930-00939

9909930-00939

65600-0566066

Universal Service Number (USN) Service Mark (SM)

Service Descriptor (SD)

Service-Specific Virtual Klosk Name

Here will go the service mark Here will go the description of the service.

Virtual Klosk name Virtual Klosk name Here will go the service mark Here will go the description of the service.

Virtual Klosk name Here will go the service mark Here will go the description of the service.

Virtual Kiosk name Virtual Klosk name Here will go the service mark Here will go the description of the service. Here will go the service mark Here will go the description of the service.

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_modify-1.html

Panalier Generating Service-Specific (S. Si Virtual Kiesks

Configure S-S Virtual Kloaks

Standard Demonstration Mode

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update

Back

Modify the Salaway Specific Alfabeth Cost

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the information for the selected Service-Specific Virtual Klosk. Click Update to save your changes.

Universal Product Number (UPN): 09009876-09

Service Mark (SM):

Here will go the Service Mark

Here will go the Service Description Service Description (SD):

Virtual Klosk Name:

Virtual Klosk Mode:

© Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

O Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode.

Mode

O Uni-Mode Display comprising: Brand Information Network Display Mode

Deployed-Activated

Virtual Klosk Status:

FIG. 4812

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Control Panel for Generating Service Specific (5.5) Virtual Klasks

Standard Demonstration Mode

Configure SS Virtual Kicoka Gra

Brandkey

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Service-Specific Virtual Klosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09

Here will go the Service Mark Service Mark (SM): Here will go the Service Description

Service Description (SD):

Here will go the Virtual Klosk Name Virtual Klosk Name: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network Virtual Klosk Mode:

Virtual Klosk Status:

Deployed-Activated

Edit

Continue

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_modify-3.html

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78 Sy Virtual Miosks

Brandkey

Standard Demonstration Mode

Se izoniustmoni Enviroramenta

Cilent Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

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Service-Specific Virtual Klosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Specific Virtual Klosk from any web page once the Brandkey(TM) Button and its
 accompanying Virtual Klosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Specific Virtual Klosk from a Word or PDF Document once the Document containg its Virtual Klosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Specific Virtual Klosk from any web page once the Image and its accompanying Virtual Klosk Tag have been installed in the page.
- An HTMI-Encoded Desktop icon for launching the Service-Specific Virtual Klosk from any Computer Desktop once the Desktop icon containing its Virtual Klosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Specific Virtual Klosks will be launched:

- HTML-Encoded Brandkey (TM) Button
- O HTML-Encoded Document
- O HTML-Encoded Image
- O HTML-Encoded Desktop Icon

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-1a.html

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Standard Demonstration Mode

	Client Account No: 7145001
SHECOSON SPECIAL VALUE KARRIS	Cilent Account: DISNEY

Select the Service-Specific Virtual Klosk(s) you wish to deploy.

Virtual Klosk ID 9909930-00939 9909930-00939

User Name: John Smith

Here will go the Service-Specific Virtual Klosk Name Here will go the Service-Specific Virtual Klosk Name Here will go the Service-Specific Virtual Klosk Name Here will go the Service-Specific Virtual Klosk Name Here will go the Service-Specific Virtual Klosk Name Service-Specific Virtual Klosk Name

> 9909930-00939 9909930-00939 9909930-00939

Deploy

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-1b.html

Control Panel for Generaling Servine Specific (3 St Virtual Klosks

Brandkey

Standard Demonstration Mode

Sellect Service Specification

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Klosks.

Language

Spanish

French

English

Selected

Language Austrian

Brazilian

Canadian French Catalan

Norwegian Finnish

Japanese German

Dutch Italian Chinese

Portuguese

Swedish

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-1c.html

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Brandkey

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

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Here will go the description of the retailer.

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-2a.html

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FIG. 48 I 3B

Depicy S-S Virtual Klocks

Select the Service-Specific Virtual Klosk(s) you wish to deploy.

User Name: John Smith

Deploy O 0

Here will go the description of the retailer.

Here will go the description of the retailer. Here will go the description of the retailer.

Here will go the description of the retailer.

Service-Specific Virtual Klosk Name

Virtual Klosk ID 65600-0566066 9909930-00939 990930-00939 9909930-00939 9909930-00939

0

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Mext Back 6/17/2003

Standard Demonstration Mode

Salabing Sal

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Klosks.

Language

English

Spanish

French German Japanese Dutch

Italian

Chinese Danish

Portuguese Norwegian Swedish

Canadian French

Catalan

Finnish

Brazilian

Austrian

Selected

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-2b.html

Brandkey

Configure S-S Virtual Kidaks

entrol Panol for Senerating Service Specific (3.8) Virtual Klaska

Standard Demonstration Mode

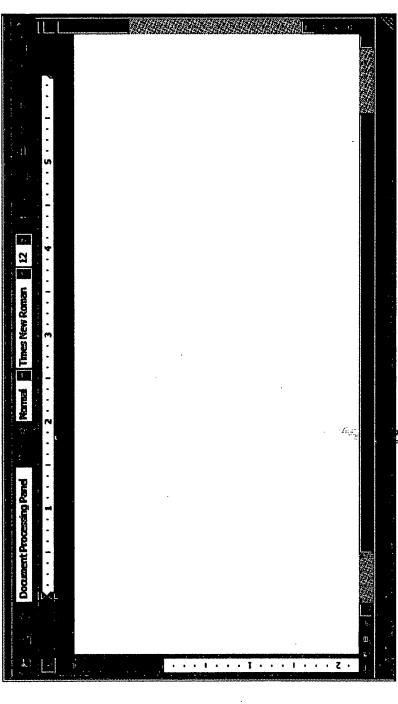
STATEMENT OF THE STATEM

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or import the document into which you wish to embed the Service-Specific Virtual Klosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.



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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-2c.html

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FIG 4873E

Brandkey Deliver Subsystem

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-2c.html

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- O Adobe PDF Document format

Back

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Deploy S-S Virtual Kiosks

Selection Association of the Control
Control Panel for Concrating Service Specific (S. S) Virtual Kiesks

Standard Demonstration Mode

i001 User Name: John Smith		me staller.	etaller.	etaller.	etailer.	etailer.
Client Account No: 7145001	Gosk(s) you wish to deploy.	Service-Specific Virtual Klosk Name Here will go the description of the retailer.	Here will go the description of the retailer.	Here will go the description of the retaller.	Here will go the description of the retailer.	Here will go the description of the retailer.
F Client Account: DISNEY	Select the Service-Specific Virtual Klosk(s) you wish to deploy.	Virtual Klosk ID 9909930-00939	9909930-00939	62600-0266066	9909930-00939	68600-0866666

,

Deploy

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3a.html

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Standard Demonstration Mode

SA GOLDEN SAN SON SAN THE SAN

Client Account: DISNEY	Cilent Account No: 7145001	User Name: John Smith
	Colored Control of the Control of th	

Select the languages in which you wish to deploy the configured Service-Specific Virtual Klosks.	onfigured	Service-Spe	cific Virtual Klosks.
}			,
Language		Selected	Language
English	÷		Austrian
			Brazilian
Spanish	.		Canadian French
French			Catalan
German			Finnish
Japanese			Norwerden
Dutch			Portiniese
Italian			Swedish
Chinese			
Danish			

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Configure S-S Virtual Kidaka

. Deploy S-S Vintual Klosks

Activate 5-8 Virtual Kideks

Standard Demonstration Mode

E Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

FIG. 4853H

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3c.html

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Back

Control Panol for Generating Service Specific (8-8) Virtual Klosks

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Brandkey

Brandkey Deliver Subsystem

Deplay S-S Virtual Klosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded image you wish to create. You may resize both the images if you wish. The Secondary image shall always appear on∯op of the Base Image.

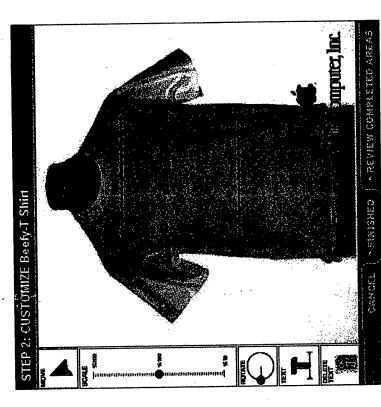


FIG. 48 IST

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3d.html

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3d.html

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Brandkey Deliver Subsystem

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Brandkey.

Configure S-S Virtual Klasks

Standard Demonstration Mode

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☐ Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Specific Virtual Klosk.

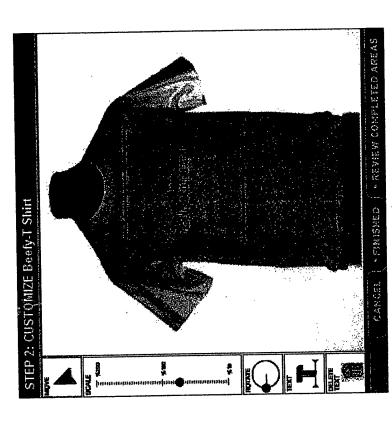


FIG. 4873K

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3e.html

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Page 2 of 2

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3e.html

Brandkey Deliver Subsystem

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Activate S-8 Virtual Klosks Depity S-S Virtual Kidska Standard Demonstration Mode

CONTRACTOR OF THE PROPERTY OF

Configure S-S Virtual Klosks

Brandkey

Cilent Account No: 7145001 Client Account: DISNEY

User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Service-Specific Virtual Klosk Name Virtual Klosk ID

Here will go the Service-SPecific Virtual Kiosk Name

990930-00939

880830-00838 9909930-00939

O 0

0 0

0

Here will go the Service-SPecific Virtual Klosk Name

Here will go the Service-SPecific Virtual Klosk Name

Here will go the Service-SPecific Virtual Klosk Name

9909930-00939

9909930-00939

Here will go the Service-SPecific Virtual Kiosk Name

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-4a.html

FIG. 48 53M

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Configure S-S Virtus Miceks

Deploy S-S Virtual Kioska

Standard Demonstration Mode

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Klosks.

Language

English

Spanish

German French

Japanese

Dutch

Chinese

Language

Selected

Brazilian Austrian

Canadian French

Catalan

Norwegian Finnish

Portuguese Swedish

Back Next

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Brandkey Deliver Subsystem

Standard Demonstration Mode

Opioatimage for Inniu-xxxiionDakinipilanii

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

TG-48530

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-4c.html

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Configure S-S Virtual Kidaka

Jonard Pand for Generaling Service Speeding S.S. Virtual Klosks

Modify S-S Virtual Kibs-ss Create S-S Virtual Kiosks

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Dea cy S-S Virtual Klosks

Activate S-8 Virtual Klosks

Standard Demonstration Mode

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SON CHILDRAN
Cilent Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. Here will go the License Agreement. License Agreement. Here will go the License Agreement. Moreov

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http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-1d.html

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FIG 4874

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Central Panetter Generating Service Sportfo (\$ 5) Virtual Klasks

Configure S-S Virtual Kicsks

Brandkey

4. 4

Activate S-S Virtual Klosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The sel cted Service-Specific Virtual Klosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Specific Virtual Klosks for Installation, you must first <u>Activate</u> them.

FIG 48TS

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-1e.html

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Dealoy S-S Virtual Klosks

Configure S-S Virtual Klosks

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Standard Demonstration Mode

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SUPRIENT SERVE	
COSTURED SECTION	
OCCUPATION SEEDS	
ACCOMPANY SECTION	
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TOTAL CONTINUES OF THE PARTY.	
HORACO PARTICISMENT	
THE PROPERTY OF THE PARTY.	
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, Client Account No: 7145001

User Name: John Smith

The Virtual Klosks below have been deployed. You can activate any of the Virtual Klosk by checking the Active field for that Virtual Klosk. To deactivate any Virtual Klosk simply uncheck the Active field for the Virtual Klosk. Click Update to save the changes. Cilent Account: DISNEY

Here will go the VK ID Virtual Klosk ID

Here will go the service name Virtual Klosk Name

Here will go the service name

Here will go the VK ID Here will go the VK ID Here will go the VK ID

Here will go the VK ID

Here will go the service name

Here will go the service name

Here will go the service name

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Brandkey Deliver Subsystem

Configure WS Virtual Kiosks

Deploy W-S Virtual Klooks

Standard Demonstration Mode

CONTRACTOR SOCIETATION NOTITORS STATISTICAL BANGEROS

Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

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Text: R.139

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http://www.brandkeysystems.com/bk_deliver/m_launch_vendor.html

Brandkey

rating Vandor Specific (V-S. Virtual Krosks

Standard Demonstration Mode

Secsment of the second of the second

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Vendor-Specific Virtual Klosk for all registered Brands?

. 2 0 O Yes Do you wish to allow for creation of custom Vendor-Specific Virtual Klosks?

O × es

8 0

By default do you wish to allow installation of Vendor-Specific Virtual Klosks by Consumers?

ջ O ⊙ Yes F16.4812

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http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_configure.html

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erating Vander Specific (V.S.) Virtual Klosks

Liel Kicsks Configure V-S Virtual Klosks Brandkey

Standard Demonstration Mode

Aptivate V-8 Vinua. Kipaks

SOFTATION WOOD RATERIES.

Client Account: DISNEY

User Name: John Smith

You have selected to allow the following Retailers to install Vendor-Specific Virtual Klosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list. Client Account No: 7145001

Retailer Name Retailer Name 1 Retailer Name 2	City 1	State 1 State 1 State 2	Zlp/Postal Code Zlp/Postal Code 1 Zlp/Postal Code 2	Country Country 1 Country 2	Active
Retailer Name 3	Clty 3	State 3	Zip/Postal Code 3	Country 3	
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	
Retailer Name 5	Clty 5	State 5	Zip/Postal Code 5	Country 5	

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http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_configure-2.html

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Standard Demonstration Mode

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Configure V-S Virtual Klosks

Brandkey'

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to Install Vendor-Specific Virtual Klosks. You can search by Name, City, State, Zp/Postal Code and Country. Click Search to Initiate the retailer search.

		40		United States
Retailer Name:	City:	State:	Zip/Postal Code:	Country:

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Search Back

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_configure-3.html

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Control Popel for Generaling Vandor Specific (V.S) Virtual Klosiks

Activate V-S Vinual Klosks

Standard Demonstration Mode

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Configure V-S Wirtual Klosks

Brandkey

Client Account No: 7145001 E Client Account: DISNEY

User Name: John Smith

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to Install your Vendor-Specific Virtual Klosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City		Zip/Postal Code	•	Add Retailer
Retailer Name		Connecticut	806903	United States	
Retailer Name		Connecticut	06903	United States	
Retailer Name	New York	New York	06903	United States	
Retailer Name	Norwalk	Connecticut	06903	United States	
Retailer Name	Stamford	Connecticut	06903	United States	

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Configure V-S Virtual Kidsks

Medify V-S Virtual Klosks

Deploy V-S Virtual Krosks

Control Panel for Generating Vender Specific (V.S) Virtual Klosks

Standard Demonstration Mode

Seavellowerd Informations

E Client Account: DISNEY

Cilent Account No: 7145001

User Name: John Smith

You have selected to allow the following industrialists to install Vendor-Specific Virtual Klosks you create. If you wish to remove an industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add industrialists to add additional industrialists to this list.

	Active					
	Country	Country 1	Country 2	Country 3	Country 4	Country 5
	Zip/Postal Code	Zip/Postal Code 1	Zip/Postal Code 2	Zip/Postal Code 3	Zip/Postal Code 4	Zip/Postal Code 5
	State	State 1	State 2	State 3	State 4	State 5
-	Clfy	City 1	City 2	City 3	City 4	City 5
,	Industrialist Name	Industrialist Name 1	Industrialist Name 2	Industrialist Name 3	Industrialist Name 4	Industrialist Name 5

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Configure V-S Virtual Kiosks

Dealey W-S Virtual Klasks

Activate V-S Virtua, Klosks

Standard Demonstration Mode

Search for mountainers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the industrialists you wish to add to the list of Industrialists allowed to install Vendor-Specific Virtual Klosks. You can search by Name, City, State, Zp/Postal Code and Country. Click Search to initiate the Industrialist search.

		12		United States
Industrialist Name:	Clfy:	Starte:	Zip/Postal Code:	Country:

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Configure V-S Virtual Klosks

Deploy W-S Virtual Klosks 都, Greate V-S Virtual K csks

Activate V-S Virtua Klosks

Contrai Panel for Generating Vander Spechie (V.S. Virtual Mesks

Standard Demonstration Mode

Selectivenentemeter

User Name: John Smith Client Account No: 7145001 F Client Account: DISNEY The following industrialists matched your search criteria. Check the Add industrialist to add the industrialist of industrialists allowed to install your Vendor-Specific Virtual Klosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name Industrialist Name	Cfty Norwalk	State Connecticut	Zip/Postal Code 06903	Country United States	Add Industrialist
Industrialist Name	Stamford	Connecticut	06903	United States	
Industrialist Name	New York	New York	6903	United States	
Industrialist Name	Norwalk	Connecticut	06903	United States	
Industrialist Name	Stamford	Connecticut	06903	United States	
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Configure V-S Virtual Riosks

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Activité V.S Vírwa, Klosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have chosen to Forbid the following Domains from launching your Vendor-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

Forbidden

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Standard Demonstration Mode

Client Account: DISNEY

User Name: John Smith Cilent Account No: 7145001 Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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Control Panel for Generating Vender Secotife (V-S) Virtual Kiesks

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Standard Demonstration Mod

Seevel delication of the service of

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the display mode that will be assigned to the Vendor-Specific Virtual Klosks you will be creating in this section:

Trt-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

O Dual-Mode Display featuring Advertising Spots + the Brand Information Network

O Single-Mode Display featuring the Brand Information Network

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Control Penel for Generaling Vendor-Specific (V-S) Virtual Krosks

Activate V-S Virtual Klocks

Standard Demonstration Mode

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Search Backs

Semental Branch Shirters

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entitles associated with your Client Account which you wish to add to the Vendor-Specific Virtual Klosk. The Product Data String Records associated with the selected Brand Entitles will availabel for display in the Vendor-Specific Virtual Klosk. You may search for Brand Entitles by Trademark, Product Descriptor or Brand Entitly Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown list, and then click the Search button to initiate the Brand Entitly Search.

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Search Criteria:

By: Trademark

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Configure V-S Virtual Kloska

Degley W-S Virtual Kleaks

Standard Demonstration Mode

Select Brand Entitles

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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Select the Brand Entities which you wish to add to the Vendor-Specific Virtual Klosk.

Trademark (TM) **Brand Entity Owner**

Here will go the No. of products Here will go the No. of products Here will go the No. of products Here will go the No. of products Here will go the No. of products No. of Products Product Descriptor (PD) Here will go the product name Here will go the product Here will go the product name Here will go the product Here will go the product name Here will go the trade mark Here will go the brand entity Here will go the brand entity owner Here will go the brand entity Here will go the brand entity Here will go the brand entity owner

Here will go the brand entity

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Brand Entity

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Standard Demonstration Mode

NAME VORTO: Specific VITEM NORK

Cilent Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Name the Vendor-Specific Virtual Klosk you have just created.

Vendor-Specific Virtual Klosk Serial Number

Here will go the virtual klosk ID

Vendor-Specific Virtual Klosk Name

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